THE Laundry Journal

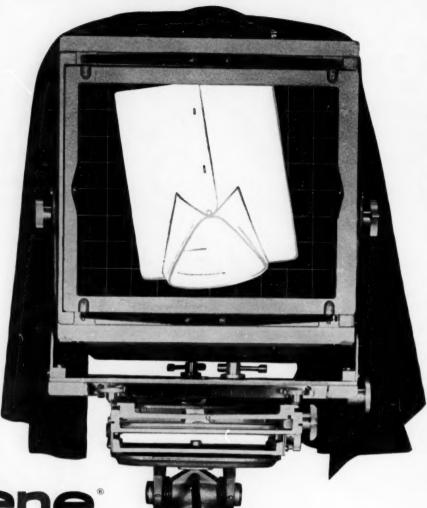
A REUBEN H. DONNELLEY PUBLICATION

SERVING
PROFESSIONAL
LAUNDRY
MANAGEMENT

FEBRUARY/1960

- ▶ What do you think of Coin-Ops NOW?
- ▶ Is the Post story good for the industry?
- ▶ Can every plant use a flatwork folder?
- **▶ PRE-CONVENTION ISSUE**

For whites TOO WHITE to photograph without a filter...



# Raylene

fluorescent-type brightener-sour

Point is, RAYLENE produces dazzling whiteness, without a trace of yellow . . . the kind of whiteness a photographer tones down by slipping a filter in front of his lens.

This is a problem? Only for photographers!

Wouldn't you like to produce whiter whites, crisper colors . . . and at the same time combine your bluing and souring operations? Then . . . try

RAYLENE! You'll save time. You'll save water. And . . . when you look at your work in the daylight . . . you'll see a striking improvement in quality. Your Wyandotte man will be pleased to demonstrate this. Call him, today. Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Nietos, California, and Atlanta, Georgia. Offices in principal cities.



## BISHOP Heaners-Laundry VORK-SAVER

Cut costs - boost production and profit



BISHOP eak-Prutd Flexible Hose

Bronze . . Trouble free.
No packing . . No leaky
joints. Available in sizes to fit all makes and models of laundry and drycleaning presses.



#### BISHOP SHIRTRANSPORTS

Cut handling 36; fold up to save space. All steel. In 2 sixes: B29-50 (for 50 shirts); B29-100 (100 shirts).





#### BISHOP MOBILMARKR

3-in-1 unit of storage bin, hopper and marking table. Just load (at truck), roll (to open area in plant), and mark. Made in 2 sizes. B2-133D (120#) B2-131D (200#)



#### LIQUID SOAP MAKER

Saves time and supplies. Galv. steel in 3 sizes: (30-gal.) B6-1, (60-gal.) B6-2, (100-gal.) B6-3.

#### BISHOP

PUF-FINISHERS Heads tilt over board; no reaching. B5-18X (shown): #3, #22, #52 heads, spray iron, spray gun.



Made of stainless steel. No



#### MultiTier Sectional Sorter - Transporter

Start with what you need now . . . ADD bins five-at-a-time as your

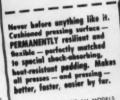
10-Bin, 15-Bin, 20-Bin Units



BOOSTS PRODUCTION . . .



SIZES TO FIT ALL MODELS OF CLEANERS PRESSES NO steam marks, moire or heat-damage... NO glazed seams



SIZES TO FIT ALL MODELS OF CLEANERS PRESSES





TRANSPORTER

halves 26" wide, 18" cop, 15" apart, intire sit fi collegable,

Model 826-10.

REVOLVIN

SORTER





MODEL F Squeeze-Type Gun



MODEL S Pistol-Type Gun









#### STARCH COOKERS

All copper, double-walled permanently insulated. In 3 sizes: (15-gal.) B3-2, (25-gal.) B3-5, (50-gal.) B3-11.



to spotters to finishers; save ace, reduce fatigue. Each It holds up to 150 lbs. No. 82.100



SAFE FOR PLASTIC MODEL NO. 830-98A

# BISHOP FREEMAN CO.



#### Introducing - New Improved

# Colgate

foster removal of oily soil and stains!

Special brightener for whiter, brighter washes!

Practically dust-free formula!



More effective emulsifying and dispersal of heavy soil!

Saves you time and money!

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#### The famous "one-shot" laundry compound —now better than ever!

Extensive laboratory and "in-the-laundry" research now makes possible a new and significantly improved Colgate Kwiksolv. New Kwiksolv is *complete*—no break compound or supplementary alkalies are

needed. For a better-than-ever washing job on family white work, white shirts, linen supply, diapers and towels, get better-than-ever Kwiksolv—the perfect "one-shot" laundry compound—today!

Available in 110-lb, bags



#### Colgate-Palmolive Company

300 Park Avenue, New York 22, New York

Atlanta 5, Ga. . Chicago 11, III. . Kansas City 11, Mo. . Oakland 12, Calif.

THE LAUNDRY JOURNAL, February, 1960. Published monthly by the Magazine Publishing Division of The Reuben H. Donnelley Corp. Executive and Editorial Office: 466 Lexington Ave., New York 17, N. Y. Subscription rates: United States and Canada, \$4.00; Foreign, \$6.00 per year. Volume 67, No. 2. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.



# Washotto LINE CERTIFIED BY CEA

LAUNDRY EQUIPMENT



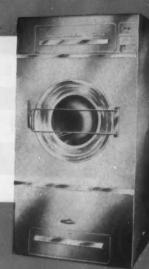
COIN OPERATED

Washotto

Featuring short commercial 18-minute wash-rinse cycle (21-minutes including filling time), water temperature control for both regular and delicate fabric washing. Drop-coin meter with slug-rejector, accepts only bonified coins. Finished in gleaming stainless

COIN OPERATED Tumblette

Positive two-temperature control for both delicate and regular fabrics; no variable temperature to do half-way job; safe, fast drying for all fabrics. Dropcoin, slug-rejector meter accepts only bonified coins, no losses from slugs. Available with stainless steel sides and/ or fronts, or in baked-on enamel in your choice of colors.





Finest Quality

LINE EVER BUILT

at the

American Institute of Laundering

CONVENTION

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FEBRUARY 24-28

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THE CENTURY

Heavy-duty 100-lb. dry weight of



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**EXTRACTORS** 

ellable in 20" and 26" models, made on gleaming stainless steel. Cook extrac is are the perfect link between washe



beautiful in-line instellation, has 50th. dry weight capacity. Intermixes with 25-lb. deluxe

MASTER



DELUXE TWIN

creases produc-

(not illustrated)



THE MASTER

Provides volume production, easy maintenance; 50-lb. dry weight capacity, in gleaming stainless steel.

FOR ILLUSTRATED BROCHUS



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Manufacturers of the Only Complete Line of Open-End Washers

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Guaranteed to last at least 12 weeks

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ALL RESINTEX 100 PRESS COVERS are equipped with a new type draw cord that will last for the life of the cover.

RESINTEX 100 is available with SKIRTS or PUNCHED HOLES. Also available by the yard.

TOUGH - Stands up under any production schedule.

FLEXIBLE - Has plenty of resiliency and "give".

**CONSTANT QUALITY** — Due to quality control, possible because finishing operations are done in our own plant.

ABRASION RESISTANT — Tough fibers made tougher by Gibraltar finishing.

FINELY WOVEN SURFACE — Gives your work a plus ..., smoother ironing.

Sold Through Leading
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#### READER'S GUIDE



VOL. 67, NO. 2 FEBRUARY 1960

Founded in 1893 as Starchroom Laundry Journal





PERSONNEL: At one time or another, you'll have to decide whether or not a candidate will make a good manager. Here are ten basic questions that will help your decision ....



EXCLUSIVE: We asked Laundry Management Consultant Phil Lewis to tell us when a plant would be justified in adding flatwork folding equipment . . . . . . . page 28

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MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:



The Laundry Journal, Reuben H. Donnelley Corp., 466 Lexington Avenue, New York 17, New York. Change of address should reach us one month in advance.

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# The issue in brief

#### The first issue

of our new Laundry Journal provoked many flattering and enthusiastic comments from readers and advertisers alike although many admit they'll miss the "Starchroom" handle which has been a hallmark for the past 67 years.

#### The coin-op boom continues

Their total number is now estimated at 18,000 to 25,000 and new plants are opening at the rate of 800–1,000 per month across the nation. Increased competition encourages "extras" and larger installations. How long will the boom last? LJ survey finds industry guesses range from another six months to indefinitely. Not one said it was all over.

#### Coin-op drycleaning units

would seem to be a likely supplementary service for coin-op laundries. At least four companies are working coin-cleaning equipment but this development is still in the experimental stages. You'll have a chance to see a couple of them at the AIL exhibit in Chicago this month.

#### Shirt sales programs

got a tremendous boost during the holiday season. One plant sold 2,500 shirts the month before Christmas. Another 700 in 10 days. Family laundries and drycleaners seem best suited for such plans because of their retail outlets. Shirt rental growth is generally a slower process and appears to be a more natural sideline for linen suppliers.

#### Other new markets

to consider: resin treatment of cottons, mobile pillow cleaning service, electric blanket repair, etc.

#### Hospital laundries

may take on additional duties to relieve nurse shortage. LM tells how to process rubber gloves used in surgery. The tricky part is the talcuming, but the article explains a quick and effective way to do it.

#### Flatwork folding equipment

can be justified in most situations because of present wage rates, says laundry management consultant. In many cases, even plants operating with one ironer should investigate possible application.

#### The Saturday Evening Post

article which featured AIL's Textile and Certified Seal Labs fell short of many laundryowners' expectations. It told the Institute story well but, inadvertently, it tended to leave a negative impression of the industry as a whole. There's no one really to blame for this but it should teach us a lesson: No one is going to tell our story right unless we tell it ourselves.

#### Choosing a new manager

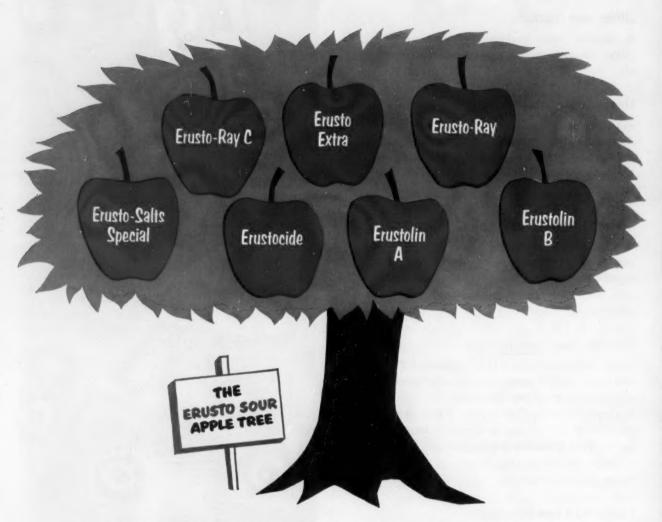
is not an easy task. But a simple 10-question test used by J. C. Penney Co. will give you a pretty good idea as to whether or not your candidate is good management material.

#### The Diaper Service Industry

—as part of its public relations program—established a public service organization to mobilize all professions concerned with baby care. The organization will be known as the National Baby Care Council.



# Do you really know the



#### Pick your sour from Pennsalt's famous Erusto® family tree

Erusto-Ray® C—Combination sour-blue with brightener . . . saves time and water.

Erusto® Extra - Fabric-safe, economical, easy to use . . . for all types of fabrics, especially for wash 'n wear.

Erusto-Ray® - Contains fabric brightener . . . gives whiter whites without blue.

Erusto Salts® Special — Highest rust-removing properties . . . excellent all-purpose sour.

Erustocide® - Sanitizing . . . improves fabric finish. Recommended for colored work.

Erustolin® A - Economical souring with high solubility.

Erustolin® B - For rust removal . . . dry-to-the-wheel use . . . economical.

Your Pennsalt service technician and your distributor salesman will advise you on the best Erusto sour for your needs.

# sour you are using?

Are you using a basic chemical labeled as a laundry sour . . . or have you wisely chosen a sour designed specifically for the laundry industry? Is your sour safe for processing of modern fabrics and colors? Here are some facts to help clear up any doubts you might have on sours.

There's a big difference between a genuine—or proprietary—sour and a basic chemical labeled as a sour. A proprietary sour is a product manufactured specifically for laundry use—with the high purity required to safeguard your customers' fabrics . . . with added ingredients for special purposes . . . with the controlled consistency necessary for uniform souring action every time.

A great number of products being sold for laundry souring are *not proprietary sours*. Some are nothing more than by-products of other chemical processes! A quality proprietary sour is as different from a "so-called" sour as a modern laundry is from a native washerwoman beating clothes with a stick on a riverbank.

Basic commercial chemicals sold as laundry sours can result in serious and costly difficulties in the laundry, because they fall far short of minimum standards of purity and uniformity. Among the ordinary commercial chemicals sold as sours are the silicofluorides (sodium, zinc and ammonium) and the bifluorides (sodium and ammonium).

These chemicals may actually be used in the manufacture of some proprietary laundry sours, but only if they are a highly refined grade, pure enough to assure absolute safety and uniformity in the finished product.

#### WHY ADDITIVES ARE NECESSARY

High grade proprietary sours are seldom made up of only one ingredient. They are specialized formulations of several ingredients carefully chosen with the knowledge that each ingredient—properly blended and controlled—will impart specific properties to

the laundry sour. This, in turn, will produce certain desirable characteristics in the fabric. The Erusto Sour line includes a number of different sours—each one incorporating additives designed for specific laundering problems.

These are the problems you can run into with basic chemicals—the "so-called" sours:

LOW PURITY—with insolubles that cause staining, discoloring of dyes in synthetic fabrics, and definite tendering of resin-treated fabrics... cause flatwork rolling, create caking problems and dustiness

VARYING CONSISTENCY—may lead to wasteful oversouring . . . rolling . . . "furning" during ironing

-may cause *undersouring*, with browning or graying during finishing . . . blue streaking, odors, and mildew

#### YOU AVOID THESE PROBLEMS . . . WHEN YOU USE A GENUINE PROPRIETARY SOUR!

Pennsalt pioneered the development of proprietary sours—sours developed solely for the laundry industry. Pennsalt applies the knowledge gained throughout the years and exhaustive research in laundry chemicals to continually produce better laundry sours. These sours are quality controlled, using purified raw materials as a starting point and maintaining an exacting degree of purity throughout every step.

Can you afford to use anything less than a quality proprietary sour . . . a Pennsalt Erusto Sour?

See the Erusto family tree at Booth 436-437, AIL Exhibit, Chicago, February 24-28 Laundry and Dry Cleaning Dept. 326

PENNSALT CHEMICALS CORPORATION

East: Three Penn Center, Philadelphia 2, Pa.
West: 2700 S. Eastern Ave., Los Angeles 22, Calif.



#### **NEW products and literature**



#### IMPROVED KAL-VEND

Kal-Vend, coin-operated dispenser for Kal laundering aids, features six-column, shelf-type mechanism holding 168 packages. Comes in light and dark blue finish with two 4-color display panels describing the products it dispenses. Incorporates technical advances for troublefree operation.

Kaleen Chemical Corp., 241 Church St., New York, N. Y.



#### STAIN REMOVAL KIT

Wilson Laundryman's Stain Removal Kit is said to contain everything needed for removing 99 percent of stains that don't come out in regular washing process. Contains five stripping and spotting aids, dispenser bottles, Spot and Stain Removal Handi-File.

A. L. Wilson Chemical Co., Kearny, N. J.



#### STREET'S RUST-MUVER

Rust - Muver, rust - removing formula packaged in convenient, easy handling long-neck applicator tube, produces instant penetration, instant rust removal, instant rinsing.

R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.



#### AUTOMATIC DAMPER

Cissell automatic back-draft damper is available for driers in service which have an 8-, 10- or 12-inch duct, horizontal or vertical. Incorporated in all new Cissell 20- and 50-pound driers.

W. M. Cissell Manufacturing Co., Inc., 831 S. First St., Louisville 1, Ky.



#### FEEDER LITERATURE

Mader Syncro Precision Feeder, recently granted U.S. patent, features instantaneous feed flow from zero to maximum into main flow line. Can be used on straight-line runs or on by-pass. Bulletin describing Mader Syncro Precision Feeder now being offered.

Mader Machine Company, 1114 W. 13th St., Lorain, Ohio.



Laundrite kit to merchandise Laundrite WX 25 coin-operated washer-extractor combinations includes window banners, ad mats, posters, radio commercials, Big Boy footprints. Printed material features Big Boy Laundrite cartoon.

Troy Laundry Division, American Machine and Metals, Inc., East Moline, Ill.



#### MOTORIZED ODOR KILLER

Smoothie, wall-mounted deodorant dispenser, has built-in motorized fan to create its own air stream. Designed to deodorize 1.500 cubic feet, using liquid chemical Smooth Super Odor Killer.

Abso Clean Chemical Company, 17325 Lamont, Detroit 12. Mich.



COIN-OP DRYCLEANING STATION

Valet-Matic coin-operated drycleaning station holds up to 180 pounds of drycleaning. Twenty-four-hour operation, clothing fully insured. Unit may be purchased outright or leased.

Scotch Equipment Co., 320 Washington St., Brookline,



#### BOILER BID FORM

Comparative Boiler Installation Costs, a boiler bid tabulation form, has three separate sections: Boiler and Trim, Burner and Controls, Labor for Installation, in two pages. Space is provided for tabulation of three competitive bids.

Continental Boiler Division, Boiler Engineering & Supply Co., Inc., Phoenixville, Pa.



#### EAGLE CATALOG

No. 60 General Catalog and No. 60-C Condensed Catalog describe complete 1960 line of oilers, safety cans and oil and gasoline containers.

Eagle Manufacturing Company, Wellsburg, W. Va.

Continued on page 77

#### Procter & Gamble research brings you better-than-ever

# MINO ST



#### The best detergent ever built for top efficiency and economy!

Improved in Procter & Gamble's laboratories, Ozonite has proved better than ever in field tests under actual working conditions. Results show that this ready-to-use balanced blend of high titer soaps and alkaline builders gives superior soil removal, excellent whiteness maintenance and wide safety to fabrics, load after load.

And because Ozonite is always uniform in strength and quality, even an inexperienced washman finds it easy to get results you'll be proud of. When the proper suds level is reached, he knows he's added the right amount of Ozonite. Moreover, because of its balanced composition, Ozonite requires fewer rinses.

Save time, manpower and money with the complete detergent-today's improved Ozonite! Try it for 30 days. For more information, write:

Orocter & Jamble Manager, Bulk Soap Sales Department P. O. Box 599, Cincinnati 1, Ohio

CLINTON 5-L STARCH

brings in the bundle along with his shirts

(Brings you PETAL-SHOOTH results at lower cost)

Starch shirts right, and they stimulate extra business. "Right" means with Clinton 5-L . . . the thrifty all-purpose starch for shirts, linens, aprons, wash dresses and other family bundle work. Clinton 5-L needs no costly additives. Just vary its concentration. This gives you a petal-smooth finish and correct body over a wide range of fabrics. Yet, Clinton 5-L costs less to buyless to use. It's so carefully formulated every batch is uniformly excellent, waste-free. Cooks in 10 minutes after bringing to a rolling boil. Never builds up on presses or flatwork ironers, either. For fast, efficient family bundle production, nothing beats Clinton 5-L Starch. Try a sample on us.

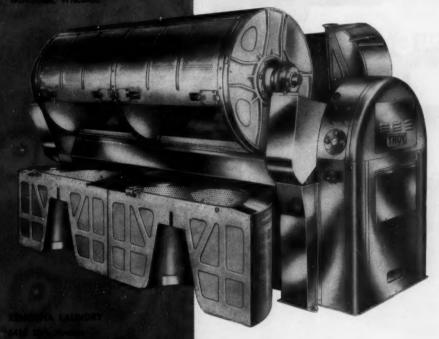
CLINTON

**MAY WE HELP?** Our Technical Service Division will gladly advise on specific problems. Just write.

CLINTON CORN PROCESSING CO., CLINTON, IOWA

QUEEN QUALITY LAUNDRY

Ask the people who know...



Get the honest opinion of these recent purchasers of TROY® LAUNDRY MACHINERY first. You see, we'd be happy to have you call on us first but, quite frankly, we're sold on TROY equipment - washers, ironers, folders, extractors, the whole line. So, for an unbiased opinion, talk to some of the people who use TROY MACHINES ... THEN drop us a line.



Thoy B LAUNDRY MACHINERY DIVISION American Machine and Metals, Inc. EAST MOLINE, ILLINOIS

#### SPECIAL OFFER LIMITED TIME saves you \$1,000 IF PURCHASED BY APRIL 15

#### **FAMOUS ELECTRIC OR STEAM** FORSE BODYMASTER

SHIRT FINISHING SYSTEM

All 5 machines . . . the only electric. high production, two-girl system made



Forse Hi-V Triplehead . only double-deck, collar-cuff-yoke press sold today. Gives 6 seconds extra dry-ing time on collars.

Forse Bodymaster ... completely and beautifully fin-ishes the body of a shirt in one operation.

Forse Master Folder . . . folds faster, gentler than other shirt folders. Training time only 5 minutes.

Forse Collar Former . finishes folded shirt collar perfectly.

Forse Master Sleever . requires only 2 lightning-quick operations for perfect sleeves and plackets.

#### **Saves Labor Costs**

Faster finishing lowers costs. Alberts Cleaners, Cedar Rapids, Iowa, reports an average week of 3,500 shirts . . . 30c per shirt . . . only 12% direct labor finishing costs. Finishes 80-120 shirts per hour.

#### **Eliminates High** Cost of Skilled Labor

Reduces training time to hours. The "skill" is built into the machine. Frees you of skilled help problems.

#### Increases Your Profit

Faster, quality finishing with lower cost labor . gives lower cost finishing and more profit . . . Check this profit story before investing in any finishing system.

#### "Greatest Advertisement We've Ever Had"

This statement is consistently made by owners of Forse Bodymaster who place this system in windows where shirt finishing can be seen by traffic. Electric systems require no piping . . . just place in prominent location where there's traffic and plug in to 220 volts.

# \$6.99500

and the famous Forse Bodymaster shirt finishing system is yours... yours to build profit like you've never known, because it costs less to finish shirts.

Also available on a lease basis

#### EXCLUSIVE GUARANTEE

Only Forse offers a "1-10 year" guarantee on this type of equipment . . . proof of dependability, performance, low maintenance costs.

#### Here's What You Save!

- You save \$1000 off the regular low price of \$7,995 (now only \$6,995 until April 15)
- You save weeks of training time, because the "skill" is built into Bodymaster Shirt Finishing Systems.
- You save maintenance costs and "down time." Extensive tests reveal parts replacements costs, exclusive of padding, of less than one cent per thousand operations.
- You save on Space Requirements.

#### Here's What You Get!

- Highest profits . . . 80 to 120 shirts per hour.
- Highest quality shirt finishing . . . repeat business, more business, more profit.
- Increased dry cleaning business . . . happy shirt customers quickly become happy dry cleaning customers.

#### THIS IS AN ACTUAL PRICE REDUCTION OF

FILL OUT...
CLIP OFF...
AND MAIL...

Get this true savings—this is an actual price reduction of \$1,000. It's yours for a limited time only. This special price definitely closes on all orders received after April 15, 1960. Fill out and mail the coupon now ... no obligation.



FORSE SYMBOL OF PROGRESS

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FORSE CORPORATION
P. O. Box 639 • Anderson, Indiana

11.2

Yes, I'd like full details without obligation on the big \$1,000 savings offered on famous Forse Bodymaster Shirt Finishing Systems until April 15, 1960.

Name.

Company\_\_\_\_

Street Address

City, State.

Keep your work clean and fresh as a breeze ...and as easy, too



ULTRA-BLUE ULTRA-LITE

THE FLUORESCENT BLUE SOUR

Both of these Keestar Sours make white ultra-white, make colors ultra-bright. Both contain anti-chlors that remove residual chlorine.

Ultra-Lite and Ultra-Blue are equally high in solubility, neutralizing action and in preventing streaking and spotting.

> ASK YOUR KEEVER-BEACH SALES-SERVICE MAN



THE KEEVER STARCH CO. COLUMBUS 15, OHIO

A complete line of wash-room products

SOAPS . DETERGENTS SOURS . STARCHES WATER and FABRIC SOFTENERS PRESS PADS





It's hard to describe superior ironer performance—you've got to see it to believe it. That's why we invite you to see the complete new line of Chicago Flatwork Ironers at the American Institute of Laundering Exhibit and Convention, February 24–28, at Chicago. We'll see you at Booths 671–675. If you can't come, contact your machinery distributor or write for literature.



#### CHICAGO DRYER COMPANY

2212 NORTH PULASKI ROAD • CHICAGO 39, ILLINOIS

First in Flatwork Finishing



#### The Spirit of the Times

A VERY DEFINITE FEELING of optimism is in the air these days which appears to be contagious. Laundrymen in every quarter seem to be investigating, planning and doing things with a will.

■ Linen supply men have suddenly become "breakthrough" conscious and have taken a keen interest in research and development as well as sales training.

Diaper service men, who were the first in the industry to take motivation research seriously, have just begun another chapter in their nationwide public relations program.

Industrial launderers, who represent the youngest and fastest-growing segment of the industry, have already taken steps to insure their continued growth in the atomic age. Many have set up specialized nuclear departments for contaminated garments.

Institutional laundry managers, too, are taking new pride in their profession as the opportunities in this field grow bigger and better each day.

Family laundries, too, where shrinking volume has been a matter of concern, show a very definite sign of optimism. Our survey of laundry association executive secretaries on general business conditions confirmed this last month.

Another survey by the American Institute of Laundering turned up some other silver linings. Among those members responding to the AIL survey—

—Some 69 percent expected laundry tonnage to increase this year.

-46 percent planned to add new equipment, machinery, trucks and/or to remodel or expand their operations.

-45 percent expected to increase their advertising and promotion budgets.

-33 percent planned to offer new services this year.

It seems as if all of a sudden laundrymen everywhere suddenly realized the tremendous opportunities the field has to offer and are going all out to do something about it.

Still another sign of this unbounded optimism is reflected in the allied trades. This year's AIL exhibit is a sellout; more than 200 firms have taken space to display their newest products and developments.

There's something in the air, all right, and if you want to keep abreast of the times, you owe it to yourself to spend some time in Chicago the last week of this month.

This will be the first time that three great organizations will hold their national conventions in the same city at the same time. That's the American Institute of Laundry, the National Association of Institutional Laundry Managers and the National Institute of Drycleaning. See details elsewhere in this issue. And we'll see you at Chicago.

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Survey asks the <u>BIG</u> question of professional launderers, coin-op distributors and manufacturers...

THE TREMENDOUS GROWTH of coin-operated laundries is undoubtedly one of the more dramatic and controversial trends to hit the laundry industry in the past few years. First popularized by outside investors as an extra source of income, the coin-op was originally viewed by laundrymen as no threat to their interests.

Although differences of opinion now exist on that score, numerous laundrymen have since installed coinces of their own to capture that part of the market that seems to want this kind of facilities. Our editorial pages the past few years have carried a number of stories of successful commercial laundry-operated coin-ops, but we think many basic questions have never been answered.

We have, therefore, conducted a

# What do you think of coin-ops NOW?

three-pronged survey on the coin-op laundry field by getting the answers from the most important participants in the coin-op bonanzar the laundry-men who operate coin-ops, the manufacturers who make coin-op equipment, and the distributors who sell coin-op equipment and supplies. We asked each group a series of questions which present the most searching analysis of this field to date.

#### 1. Professional launderers answer . . .

#### How long have you had a coin-op?

Although many answering our survey had more than one coin-op, the average experience was about one year. The most recent was eight months old, while one launderer—in Connecticut—opened his first coin store way back in 1956, as one of the first professional launderers to tap this field.

#### How many coin-op installations do you have?

The average number owned by those surveyed came to *nearly three each*. Total number owned ranged from one to six.

#### Do your coin-ops bear your laundry's name?

This question was asked to determine how many launderers considered it advisable to avoid identifying their coin-ops with the parent laundry. Most of the respondents apparently feel that the parent name is an asset since seven out of ten launderers used their company names for their coin-ops.

#### Do you use your coin-ops as a branch store?

There seems to be no general trend on this practice. The answers are pretty well divided, with about half the coinops serving as pickup points for plant services while the others act as coinops only. In a few cases, the coin-op is located in the main plant and doubles as the call office. One laundry in-Springfield, Massachusetts, owns four coin-ops, but only one of them is used as a combination branch store.

#### Did your coin-ops help or hurt your regular laundry and/or drycleaning sales?

The majority said their coin-ops have neither helped nor hurt regular sales. Four out of ten reported increases in varying degree. These were attrib-

utable to new customers whose first contact with them were their coin-ops. For those who have experienced increases in regular sales, principal gains have come in shirt laundering and drycleaning. Only one respondent felt that his own and other coin-ops in his area have hurt his regular sales, with wash-and-dry service down about a third in volume.

A St. Louis operator who set up a call office in his coin-op anticipated getting about \$600 a week in counter sales. He was naturally disappointed when, after one year's operation, the call office did only \$300 per week. Straight branch stores do better than that.

#### What are your average weekly gross sales?

The average weekly gross income is just a shade below \$315, according to figures supplied by all the launderers in the survey. Individually, the answers ranged all the way from \$175 weekly up to \$500.

#### What are some of your biggest prob-

Many and varied complaints were noted in response to this question. The problems that were perhaps mentioned most frequently were restrictive legislation (particularly the ban in various states and communities on Sunday openings). And the high cost of servicing frequently out-of-order equipment. Because of excessive outside maintenance charges, several launderers do their own servicing.

Another common complaint, tied in directly with the need for frequent servicing, is customer misuse of equipment. As one launderer put it, "Our very bad problem until now was the timers. We used to have five or six a day go out of order and have to be replaced."

Other problems are local and state taxes, increased competition from other coin-ops, vandalism, high installation costs, slugs, and keeping coinop stores clean. Do you feel that coin-ops are more successful in urban or rural areas? Do you think they are more successful in high, medium or low income neighborhoods? How about shopping centers?

The launderers were 100 percent in agreement that urban or citified areas were the best locations for coin-ops. So far as the type of neighborhood is concerned—by income level—the majority felt that the medium-income neighborhood offered the best potential for success. There was some feeling that the low-income neighborhood was a good source of potential business, but not a single respondent favored high-income neighborhoods as good bets.

One launderer in Newport News, Virginia, commented that all six of his coin-ops are in the city, but that his poorest location is located in the center of the low-income district. Ironically, he claims this store has plenty of potential but does the smallest volume of the six and has the most problems. Others commented that sites near colleges, boarding houses and apartments do very well.

Feelings on locating coin-ops in shopping centers were mixed. Of those who did not favor shopping centers, the consensus was probably best expressed by a coin-op owner in St. Cloud, Florida, who said: "Shopping-center rents are so high in relation to the square footage offered that they are out of the question. Shopping-center locations in the Orlando area are getting at least \$300 a month rent for an 18 to 20-foot wide store, plus requiring the first and last six months rent as deposit. You couldn't give me a shopping-center location for half of what they charge here."

#### How many washers and driers do you have?

Our survey shows that the average coin-op installation has 20 washers and 6 driers, representing an average ratio of three washers to one drier.

#### How long will the coin-op boom last?

The diversity of comment here probably represented particular conditions in the respondents' immediate areas. Majority estimates ranged from one and two years to indefinitely. Three out of ten would not guess. But nobody said the boom was over.

Do you foresee adding attended services? The majority did not. Several felt this is a distinct possibility, particularly in a store serving as a drop station and

#### Coin-Op Consensus

Total number . . . . . . 18,000 +

Growth potential . . . Still Bright-

Est. 800 openings per month

Average size . . . . . . 20 and 6

Weekly sales .....\$315

Best location . . . . . . Urban, middle income

Problems ..... Legislation, competition

Prices ..... Steady



asks the same big question...

# What do you think of coin-ops NOW?

Coin-op distributors answer . . .

Continued from page 21 with an attendant on the premises. One respondent claims that many stores have attended services now. Another feels it is possible in some cases where there is room and the owner is saddled with a long lease.

#### Do you favor larger washing units?

Most launderers favored 9 pounds for the majority of their washers, although conceding the advantage of one or two 16-pounders in some cases. Some were afraid of having service problems if they installed 25-pounders.

#### Will prices be lower, same or higher?

Almost all felt they would stay the same. But admitted increased competition might force changes.

#### Would you add coin-op finishing equipment if this were made available?

This would have been a unanimous negative response, except for one who said, "Yes, probably." One launderer said he has a coin hand iron to sell; it has no appeal to his customers.

#### Would you consider adding semi-finished or finished service?

Again, this elicited an almost completely "no" response, except for a few who said they might consider it if they could make money at it.

# Are you planning to add more coin-ops? Yes. Most launderers feel they will add more units if they can find the proper locations.

#### If you plan to add more coin-ops, what mistakes would you try to avoid?

Surprisingly, nearly half of those who answered this last question felt they had made no mistakes at all in planning their current units. Others who admitted some degree of fallibility indicated they would want *more space* in future units, would seek lower installation costs, would want a *higher ratio of driers* to washers and would seek to avoid neighborhoods where the coin-op competition is too keen.

What percentage of your coin-op equipment sales are made to professional launderers as compared to outside investors?

Approximately half of the distributors surveyed reported that a majority of their sales of equipment are to professional launderers. Some 7 percent of the distributors queried split their sales fairly evenly between professional launderers and outside investors, while the remaining jobbers sell principally to outside investors.

#### Where do your coin-op equipment sales leads come from?

The largest single source of sales leads for distributors is their regular professional laundry customers. Other lead sources, in order of importance, are: newspaper ads, additional purchases or recommendations by outside investors who are already customers, trade publication ads, professional publication ads and direct mailings.

#### Do the credit terms you offer to launderers differ from those offered to outside investors?

An overwhelming majority reported that there is no difference in credit setup offered to either group. The few that reported differences stated that terms are more liberal for the professional launderer, in some cases necessitating 25 percent down payment as compared with a 50 percent down payment asked from outside investors.

#### What group generally pays their bills more promptly?

More than 60 percent of the distributors surveyed replied that *outside investors* were more prompt in paying their bills. The remainder reported little difference in the bill-paying habits. What are the comparative chances for success in the coin-op laundry business between the professional and the outside investor?

One-third of the distributors thought the professional and outside investor had equal opportunities for success. Two-thirds voted in favor of the professional launderer because of his background and experience. As one distributor put it, the professional has the advantage of combining such an enterprise with pickup stores. He has plant personnel for maintenance and other advantages. Several distributors felt, however, that a good location is still the prime factor for success.

#### Do you handle coin-op supplies and, if so, do most of the customers who purchase their equipment through you also buy their supplies from you?

From the replies received to this question, it is apparent that once a distributor makes a coin-op equipment sale he has erected a base for long and continued sales of supplies to that customer. The responses revealed that some 75 percent of the responding distributors also handle coin-op laundry supplies and, among these, their customers buy nearly all their supplies from them.

#### Do you feel that coin-ops are more successful in rural or urban areas? In high, medium or low income neighborhoods? How about shopping centers?

The distributors leaned somewhat more toward the *urban area* as offering more chance of success than the rural area, although some jobbers felt both types offered excellent potential. The *middle-income neighborhood* received overwhelming approval. A few distributors also thought the low-in-

#### Coin-op manufacturers answer . . .

come neighborhood had possibilities, but only two suggested the high-income area. Less than half made any comment at all about shopping centers. Those who did thought the shopping center a good choice. Caution was suggested in selecting a shopping center, however, for some distributors felt only certain ones offered possibilities—a small center being the best choice. Others stated that the rental cost should be the decisive factor in making a choice.

#### Do you think coin-ops are more successful when located near or adjacent to a laundry or drycleaning establishment?

Roughly two out of every three distributors who expressed an opinion on this subject felt that it was *advantageous* for a coin-op to be so located, especially if the unit were part of a combination branch or main-plant setup.

#### Is there more future potential for coinop sales to professional launderers and drycleaners than to outside investors?

Those distributors who answered this survey question gave a small edge in potential expansion of coin-op sales to professional launderers and drycleaners. One distributor who has heretofore sold coin-op equipment to professional launderers only said "we still plan to protect our customers in every way we can." The remainder of our respondents thought the potential of future sales to one group or the other is difficult to determine, with one commenting that "launderers and cleaners were slow to accept this and go into it."

What is your estimate of the total number of coin-op laundries currently in operation in the United States?

Figures provided by the coin-op equipment manufacturers surveyed averaged out to approximately 18,000 coin-op laundries now in existence in this country. The estimates ranged from a high of 25,000 to a low of 3,300. The manufacturer who quoted the latter figure may have misunderstood the question and stated his firm's own sales.

What is your estimate of the average monthly rate of installation of coin-ops?

According to the manufacturers, an average of 800 coin-op stores is being installed each month throughout the country. The lowest estimate of new openings was 185 per month; the highest 1,000. With most favoring the high side.

#### What is your estimate of the average coin-op's weekly gross sales?

The manufacturers surveyed estimated weekly average gross sales between \$220 and \$450, for an average of about \$310. One exception figured a weekly gross figure of \$1,100.

#### What are some of the biggest problems facing coin-ops?

A variety of problems were mentioned, including restrictive legislation, inferior installations, low down payments, maintenance, vandalism and customer misuse of equipment.

An interesting comment was made by a manufacturer whose equipment is designed principally for the commercial launderer. He said: "A big problem is increased competition, especially the type that is coming from the appliance manufacturers of whom a few are planning to build and operate stores themselves or through their agents. The introduction of coin-op drycleaning will also separate the boys from the men amongst the present coin-ops."

In what section or sections of the country are coin-ops most popular and successful?

Probably because most of the manufacturers are stronger in some sections of the country than others—due, perhaps, to individual marketing setups—the answers were quite varied. However, mentioned most frequently in terms of current popularity were, in order, the Northeast, Midwest, Southwest and South.

What section or sections of the country do you feel offer the best future potential for coin-op installations?

The unbridled optimism of the manufacturers showed through most clearly in the answers to this question since most felt *all sections* of the nation offered equally good potential.

Do you feel that coin-ops are more successful in rural or urban areas? Do you think they are more successful in high, medium or low income neighborhoods? How about shopping centers?

Nearly all the manufacturers thought urban areas offered the best possibilities. Approximately half felt all types of neighborhoods could successfully support coin-ops. The other half limited their preferences to medium and low income areas. With regard to shopping centers as sites for coin-ops, all manufacturers thought these locations were advantageous.

Do you feel coin-ops are more successful when located near or adjacent to a laundry or drycleaning establishment?

No particular trend of thought was evidenced by the replies to this query. Some felt that such a location could only contribute to but not guarantee coin-op success. Others felt that while the chances for success would be no greater than if a coin-op were to be located independently, it could provide a very good source of added income and business to the adjacent laundry or drycleaning business.

What percentage of coin-op owners do you think are outside investors, as compared with professional launderers and/or drycleaners?

The estimates ranged from a low of Continued on page 24

# THE button trap

BUTTERMILK CYCLE: A California woman recently made news by discovering a novel way to churn butter. She pours cream into her automatic washer and gives it a 90-minute run.

**SLIP-NOT:** A British housewife testified that her spouse always slept with his tie on, knotted and ready to slip under a shirt collar.

DIAPER CAPER: Out in the Midwest, the Bottoms Up tavern was held up by a man wearing a diaper as a mask.

TICKLISH JOB: London-published Power Laundry & Cleaning News carried an item about a woman who is employed as a professional "feather curler" by a plant in Brighton.

IT'S CATCHY: A name-the-coin-op contest out West resulted in the selection of this winning entry: "The Coin-op."

QUIZ KID: Twelve year-old Christine Greenaway made 689 three or more letter words from the name "Gleniffer Laundry" to win a bicycle.

TWO-BIT PROMOTION: Down in Texas a laundryman passed out new quarters to all his customers to remind them he was moving to—new quarters.

WORKS EVERY TIME: A sign that never dies. Last seen in Falmouth, Massachusetts: "Ladies who care to drop off their clothes will receive prompt and courteous attention."

TWIN INDUSTRIES: The Harris Laundry and Drycleaners of Guntersville, Alabama, boasts of having not one but two sets of twins on its staff.

Continued from page 23

60 percent to a high of 90 percent in favor of outside investors.

#### How long do you think the coin-op boom will last?

Most manufacturers surveyed thought the boom can last *indefinitely* if they can continue to generate interest. One respondent stated flatly that the coinop sales peak should pass in about three years. Another felt that "as long as the industry is kept clean and distributors properly service present customers, there will always be a substantial amount of new business available."

#### is there more future potential among professional launderers or outside investors?

The answers to this question were split on either side of the fence. Some felt that outside investors offered the best immediate potential, but that the balance of influence would gradually swing toward the professional.

#### Do you foresee a return to attended

Most of the coin-op manufacturers felt there would be a *modest* and partial return to attended services, particularly with the introduction of coinoperated drycleaning facilities.

#### Will coin-ops favor larger washing units in the future?

The answers were inconclusive. Some were affirmative, others negative. Some felt the particular section of the country could be a factor in washer capacity, while others thought there is a need for one or two 25-pound washers in every store.

#### Will future average coin-op prices be lower, same or highor?

There was almost unanimous agreement that coin-op prices would remain steady. Some thought there might be a slight tendency to increase prices.

#### Will there be coin-operated finishing equipment?

Most respondents reported they had no way of knowing of future develop-

ments on this point, while a few manufacturers saw this as either a possibility or a definite eventuality.

## Association secretaries say . . .

According to the survey we made last month of laundry association secretaries across the country, two out of three saw coin-op laundries as a growing trend in their areas. And, by and large, the prospects for future growth seemed to be most promising in the Eastern Seaboard states.

There were indications that the saturation point had just about been reached in the larger cities, such as Los Angeles, St. Louis, Dallas, Oklahoma City, Washington, D. C., Cincinnati, etc.

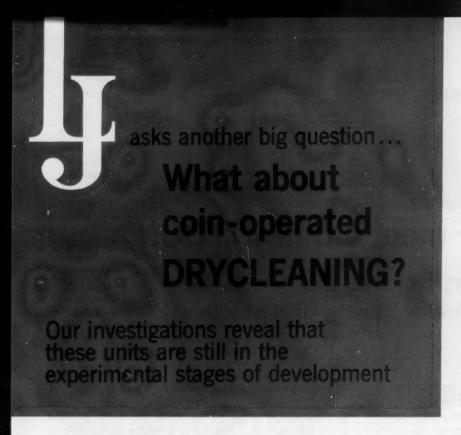
However, there still seemed to be some growth opportunities in less populated areas of California and Texas—the two states where the trend first gained a foothold.

## Home laundry retailers say . . .

Coin-operated laundries are as much a help to home washer and drier sales as they are a hindrance, according to the majority of appliance dealers checked in 13 major cities.

The reason for the sales assist, retailers say, is as follows: The coin stores serve apartment dwellers and transients of all sorts. These persons, upon buying a home or settling in one place, are excellent prospects for laundry units, since they have been presold at the coin-operated store.

The strongest instance of retailers being hurt by the coin-operated laundry comes from Dallas. Some dealers here openly admit they have cut deeply into home washer sales. Replacement parts sales are hurt especially, these dealers claim, because families are unwilling to make costly repairs.



WHAT IT WAS HOPED was a wellguarded secret is pretty common knowledge today. That is, that coinoperated drycleaning will soon be available. Major appliance manufacturers and others have been working feverishly to perfect this equipment and have units in the field on trial. The purpose is to work out the bugs before marketing the equipment.

No doubt the units will be generally available within the next six months, but at the present writing those we studied still needed further development for a trouble-free operation.

Our staff has been checking such installations in Toledo, Ohio; St. Joseph, Michigan, and Chicago. In two cases, identical equipment was installed but not in use. Signs were affixed to the machines stating that they were temporarily out of order.

Two different manufacturers' machines were studied. Both firms were experimenting with "hot" units, which cleaned, extracted and deodorized. One company was testing a machine with two pockets with capacities of 10 pounds each. Loads could be run in one only or two pockets simultaneously. The cost for cleaning is 75 cents per pocket load, and the cleaning cycle is approximately 40 minutes. The machine has filtration but no distillation.

#### FOUR FIRMS NOW TESTING

The unit is reported to sell for around \$5,300. The other machine studied has had no price set on it, but rumors have it selling for about \$1,500. (On the other hand, a company representative testing the unit said there is no assurance the machine will ever be marketed; that it is still frankly experimental.)

Both types studied use synthetic solvent. One unit uses a charged system without moisture. It was difficult to get too many details concerning the operation of the other machine. Our reporter wasn't even permitted to see the rear of the machine. Externally, the front had the appearance of a home laundry washer. It was 33 by 48 inches by 60 inches high.

The machine goes through four major cycles automatically. It has a predrying period, then the "wash," extraction and drying and deodorizing. The capacity of the machine was not stated. Scales to weigh loads do not register in pounds; rather, the dial has a red area beyond a certain point to indicate an overload. It is estimated that the machine can clean about 7 pounds at a time. The price at this plant was also 75 cents a load, with some thought being given to raising this to a dollar.

#### 70-MINUTE CYCLE

The entire cycle took 70 minutes when the machine was examined, but some changes were contemplated to reduce this running time. Our reporter put his topcoat through the process and stated that three hours later the garment still had solvent odor in it.

Each installation studied was located in a coin-operated laundry, which seems to be a natural development. Since these are unattended, it was difficult to question anyone with authority. The few plantowners seen were reticent to discuss it. They are more or less pledged to secrecy by the manufacturers, who want to make sure their units are all right before talking about them.

At this early stage it has not been possible to check every manufacturer's pilot units. There are supposed to be about four different firms engaged ...

Continued on page 70

#### THE COMPLETE COIN-OP

At a recent New England convention, Ernie Heidersbach of R. R. Street & Company Inc., gave his audience something to think about. He stated that it is estimated there will be some 24,000 coin-operated laundries in existence within the next 15 months. Each of these is a potential

purchaser of at least one coin-operated drycleaning machine.

While the advent of these machines won't affect the present plants turning out a quality cleaning job at fair prices it will leave its mark on the marginal operators, he said.

(EDITORS NOTE: It will put plantowners on their toes, and spark some plants to improve their quality and selling methods. And that's all to the good.)

#### **How to meet COMPETITION**

# Extras preferred to price cuts by Colony Laundry of Nashville

IN VIEW of the rate at which coin-ops are popping up everywhere in Nashville, Tennessee, there already are rumors of breaks in the long prevailing 20-cent wash and 10-cent dry prices. Somebody's reported switching to 15 cents and 5 cents, although intensive search did not turn up the guilty party. Probably most price wars start with an illusive "somebody," when nerves are on edge.

However, Colony Laundry & Cleaners realistically anticipated rougher competition when opening a coin-op at its plant last June. So it has included many extras to make the customers' work easier and more enjoyable.

Other laundryowners are watching with interest. Their usual comment is that one can afford to provide a lot of extras for the cost of a 25 percent price cut!

#### Question is, which extras?

Another factor, states H. B. Hooper, Colony's manager, is that a coin-op strongly identified with the plant will unavoidably affect the plant's public image. Therefore, should a coin-op obviously provide customers as little as possible for their money, it may suggest that the parent firm's services are also minimal. A coin-op that gives a little extra will bolster the belief that the mother plant does likewise.

Colony has a well-publicized drive-through call office at the plant. There was a wide parking area on the entrance side that was not needed because the traffic is usually handled quickly enough in the drive-through lanes. The coin-op was erected at the back of this parking area, next to a busy side street.

The building, 53 by 31 feet, is air conditioned by a  $7\frac{1}{2}$ -ton unit that has its compressor in the utility room. The ceiling-mounted blower unit is convertible to gas heating in winter. The air conditioner thermostat is set at  $78^{\circ}$ , a level that can be held even when shade temperatures are  $95^{\circ}$  outside.

Two of the ten tumblers are equipped with *variable temperature controls*. These are labeled for use with synthetics and woolens.

The exposed fronts of the tumblers are painted baby blue to match the enclosure and the trim in the public space. The interior masonry walls are contrasting warm peach, with a deeper blue-and-white asphalt tile flooring. Four canvas carts are provided to transfer wet clothes to the tumblers or dried clothes to the folding tables. A large folding table is provided with an aluminum-trimmed railing and a similar divider across the center, to make two folding areas. There is also a smaller folding table of the same design.

A starching sink was provided at the back of the room. It is a home-type kitchen sink, with a single basin and with drain surfaces at each side on which to stack the starch work. This starch sink gets a big play. Other Nashville coin-ops are rapidly installing similar sinks.

A restroom is provided. Mr. Hooper counters the common complaint that coin-op restrooms get messy with assurance they get no worse than restrooms in the laundry. He points out further that Colony Coin-Op is not strictly a neighborhood facility. Many of its customers combine shopping at the nearby supermarket with their trip to the coin-op, and appreciate the convenience.

Twice-a-day cleaning keeps the premises in good order and three double rows of fluorescent tubing maintain a high light level, which is also important in attracting customers.

Vending machines provide candy, soft drinks, detergent and bleach. All operate with dimes only, as do the washers and tumblers. Hence the coin changer is set to deliver only dimes and odd nickels. Bleach and detergent are separately dispensed at two packages for a dime.

A dozen chairs are provided. These are very well padded and quite comfortable. Set 6 inches apart and bolted in place, they are preferable to the theater chairs so frequently used. Occupants of chairs are separated enough so they don't jostle each other.

Two small tables are provided in front of the chairs for magazines. A few second-hand magazines are supplied. Most accumulate, however, from what the customers leave when they're through with them.

A baby's playpen has proven surprisingly popular. It saves customers from struggling with strollers in addition to their bundles when loading their cars. There had been a question whether mothers wanted to leave infants where others had been. This appears to be no deterrent, probably because the whole place is always spic and span. The mothers do tend to put babies in the pen only while they

must tend to the machines or folding. The pen has a smooth pressed-wood floor and is wiped down daily with a disinfectant solution.

A sheet of pegboard provides a display for lost articles. It has been nicknamed the "sox board" since it's mostly children's socks that get lost, always one of a pair. The company never clears the sock board, but the quantity of socks thereon rises and dwindles regularly. It is not known whether there are certain customers who periodically clear the board.

A suggestion box and out-of-order tags are combined at one location. The supply of hangtags is kept in a slot along-side the suggestion box. After a tag is hung on an ailing washer, the tag stub is filled out with a pencil fastened to the suggestion box, then dropped in the slot of the box. The stub enables a customer to get her wasted coins refunded.

Suggestions also dropped in the box have resulted in the provision of several extra services in the coin-op. One was the installation of an *electric clock*. Another was a refrigerated *drinking fountain*. Mr. Hooper says they were sure soft drink sales would fall off when the fountain was put in, but it seems to have had no effect on the bottle drinks at all.

Another suggestion was to put in a pay *telephone*. Receipts do not cover the service fee. It costs Colony about \$6 a month. But several mothers expressed gratitude because children left at home are able to reach the mothers if necessary. Quite a few customers do their day's phoning during their waiting periods. And, it is also possible for the plant to reach its maintenance man whenever he is working in the coin-op. Therefore the firm feels the phone expense is justified.

So right now Colony's answer to the question "which extras are necessary" would be "all of them." They serve a variety of customers, having a variety of problems. They try to be as helpful as may be practical in a self-service operation.

The payoff has been a right busy coin-op!



 SIGN on Tennessee coin-op bears main plant's name and features air conditioning



COLONY'S EXTRAS include "sox board," starch sink, pay phone, drinking fountain, paper towels as well as other patron comforts



 PLAYPEN is an important extra for many young mothers and much safer than leaving baby unattended on folding table

#### THINK BIG: Size offers protection and profits

Stan Hanson, owner of Kirkwood Laundry & Cleaners, Kirkwood, Missouri, went all the way when he decided to launch a combination coin-op laundry a year ago.

The former allied tradesman opened up a plant with 60 washers and 20 driers. "Big stores discourage competition," he says, "and it's the only way to make money."

At the time of our visit last November, this coin-op—the only one in Kirkwood—was doing \$125 a day. With expenses running \$75 per day, the profit on revenue was 40 percent.





asks a management consultant...

# When should a plant add flatwork folders?



At the present level of wage rates, there are very few situations in which some type of flatwork folding equipment would not be justified.

PHIL LEWIS

is senior partner of the Philip L. Lewis Company, management consultants of Newark, New Jersey.

Since flatwork represents the bulk of the work going through our readers' plants, we asked him to answer some of the typical questions laundry industry executives ask in deciding whether or not to buy flatwork folding equipment.

We addressed our questions to Mr. Lewis because his 12 years experience working with family laundries, linen supply, commercial and institutional plants enables us to present a broad picture of folder applications in our industry.

We know you will find Mr. Lewis's answers interesting as well as enlightening.

#### What kind of folders are there?

There are many types of folding machines available to the laundry industry, but perhaps the simplest way to classify them is by function.

- In one class, we have the folders for handling large pieces such as sheets, tablecloths, patient gowns, etc.
- A second class includes machines used to fold small pieces such as towels and pillowcases.
- The third class is used for tumbled work, like bath towels. Actually, the same machine with minor adjust-

ments — is used for both small pieces and tumble work.

This method of classifying folders—large-piece folders, small-piece folders and bath-towel folders—is the most practical for the purposes of our discussion, because the plant management must first consider the function and how it fits into the operation. After that, it's a matter of determining which machine has the best mechanical design for the plant's needs.

#### Can't a large-piece folder be used for small pieces?

Yes, it is sometimes used for this purpose. And large-piece folders can be operated in two or sometimes more lanes. However, the type of fold which it produces (a two-over fold) is not always acceptable for all small pieces.

#### Should small-piece folders be fed manually?

Or is there more advantage to be gained by having them hooked up to the ironer for automatic feeding?

This question is most often asked by linen supply and commercial plants. The answer depends primarily on the volume and variety of small pieces handled.

In order to justify hooking-up small-

piece folders in tandem, your total volume would have to run about 140,000 small pieces per week. And the fewer the categories, the better. It would be ideal if they were all one category, like face towels.

If your volume is in two or three categories, it could be worked out satisfactorily. But if you have too many categories on the same ironer, the tandem hookup becomes less attractive.

Large-piece folders, of course, are always in tandem.

Are some folders used more often in one type of laundry than in others?

- The large-piece folders are used pretty much across the board. They are the most common and you'll find them in family, linen, commercial, as well as institutional plants.
- Small-piece folders are used extensively in commercial and linen supply plants where there's enough volume for them to be used to advantage. You'll find many in the larger institutional plants. And some in family laundries on full identification. I do not know of any small-piece folders in family plants using pin-and-net.
- Bath-towel folders are a fairly recent development. They are used in linen supply plants and somewhat less

#### Can You Use a Flatwork Folder in Your Plant?

	Large-Piece Folder	Small-Place Folder (Manually fed)	Small-Piece Folder (In tandem)	Bath Towel Folder
Production	600 pieces per hr.	1,250 pieces per hr.	700–900 pieces per hr.	900 pieces per hr.
No. of folding operators eliminated	,	1 out of 2	All	1 out of \$
TYPE OF PLANT	pvolg	gioal	YUR 28	
FAMILY LAUNDRY (Pin & Net)  w/one FWI  w/two FWI	Not likely Yes	No No	No No	No No
FAMILY LAUNDRY	7 13	418	11-11-11	
(Full Identification) w/one FWI	Yes	No	No	No
w/two FWI	Yes	Yes, if plant	No	Yes, if plant
COMMERCIAL W/one or more FWI	Yes	has at least 40,000 small pieces a week that need	Yes, if plant has about	does at least 25,000 towels per week
LINEN SUPPLY w/one or more FWI	Yes	folding	140,000 pieces per week in no more than	per week
Wone or more FWI	Yes		three categories	

frequently by commercial and institutional laundries. The family plants have a wide variety of tumbled items which discourages their use. At least, I have never seen one here.

What are the price ranges for the various folders?

The large-piece folders run around \$9,000 to \$10,000. The small-piece and bath-towel folders, \$6,000 to \$7,000. This does not include installation. Some of the latter are portable units that do not require installation.

What volume of work is necessary to justify the installation of folder equipment in a family laundry?

It depends on the plant's identification system.

A plant on full identification can save enough to justify the installation of a large-piece folder even if it has only enough work to keep one flatwork ironer going. The small pieces can be run through the folder but, as pointed out earlier, you may have a problem in gaining customer acceptance with a two-over fold. (I might point out that some plants have done so.) You can improve acceptance,

however, through consumer education. The other choice is to refold the small pieces by hand.

The application of folder equipment becomes more worth while if a plant has enough work for two ironers. In that case, the large flat items would be sent over one and the small pieces through the other.

You would profit by equipping the large flat ironer with a folder. And you might consider adding a small-piece folder for the second ironer, if your volume was sufficient.

With a family laundry on pin-andnet, it becomes more difficult to justify
a folder unless there is enough volume
to keep two flatwork ironers busy. In
this case, it would pay to install a
large-piece folder on one ironer and
send the large pieces through it. You
wouldn't need a small-piece folder and
a bath-towel folder would be of
doubtful value. In this case, the small
pieces are sent out in a separate package or assembled to either the large
pieces or the bath towels.

What about linen supply, commercial and institutional plants?

· A large-piece folder could be justi-

fied in almost any of these plants having even one ironer.

• A small-piece folder would be applicable where a plant has at least 40,000 small pieces a week that need to be folded. This figure would not include work that was stacked flat.

• To justify bath-towel folders, the minimum volume necessary is about 25,000 pieces per week.

What kind of production can you expect to get from the various folder machines?

A large-piece folder will fold as fast as the ironer feeds it—which generally means about 600 sheets per hour. That's almost twice as fast as hand folding where production is limited by the ability of the two folding operators. There production is limited to about 350 sheets an hour.

Small-piece folder production varies with the type of pieces processed. But it will average about 1,250 pieces per bour

Where the small-piece folder is set in tandem, it will take as many pieces as can be fed through the ironer—specifically, about 700 to 900 an hour per lane. Since they are usually operated with five lanes—total production on one ironer would run between 3,500 and 4,500 pieces an hour.

A bath-towel folder is always fed manually—you have no choice. Production here will average about 900 pieces an hour.

What are the savings in terms of personnel?

You can usually save two girls with a large-piece folder—the two catchers. A small-piece machine manually fed will usually eliminate one out of every two folding girls. For example, if six girls are presently required in this operation, you can eliminate three by installing two folding machines. You would then be left with two folders and one service girl.

The same applies on the bath-towel folder. You can save one out of every two folders.

Small-piece folders installed in tandem with the ironer eliminate all the folding operators.

Continued on page 70

# You can help your hospital and yourself . . . if you know the short cuts

#### How to process surgical gloves

by IRVING STERN

Laundry Executive Montefiore Hospital, New York, New York

THE SEVERE SHORTAGE of trained nurses prompts hospital administrators to search for means of reducing the work load of the nursing department. As a result, other departments in the hospital have taken over some of the functions previously performed by nursing personnel. In a good many large size hospitals, the laundry department is now responsible for making OR and OBS packs and other such tasks.

At the Montefiore Hospital, the laundry is charged with the processing of surgical gloves—about 600 of them every working day. We do this for and in cooperation with the central supply service. Since this unit issues gloves to all users, central supply is responsible for testing, grading and matching, as well as packaging and autoclaving.

Here's the way it works out. All soiled gloves are returned to central supply by the users. These are picked up by the laundry at 7:00 a.m. every working day and returned, washed and powdered, in the early afternoon. Since we pick up and deliver many items of central supply linen during the day, no special trips are required.

In order to do an effective job with the greatest economy, it is important to have the right equipment. We use a 36 by 18-inch front-loading washer which lends itself very nicely to the washing operation. (A semi-automatic control would be a great help.)

The two lukewarm flushes assure us that all of the foreign matter adhering to the gloves is loosened sufficiently to be washed away. We maintain the same low temperature throughout the entire operation and use a built, low-titer soap. Experiments with synthetic soaps proved very unsuccessful. We found that the gloves stuck together

and they could not be dried properly.

The three rinses at high level are usually sufficient to remove all of the soap left in the gloves after the second suds.

Operation 8 requires an explanation. This is done in order to expedite the drying and is not intended as a powdering operation. Since rubber cannot be placed in a centrifuge for extraction and cannot be subjected to excessive heat, we had to find another means to drain off all the water and have a glove that would not stick.

By adding talc to the last rinse, at a low water level, we found that this talc was suspended in the water. Some of it adheres to the glove when the water is drained off and you will find only small drops of water on the gloves after 15 minutes of tumbling in the washwheel. These are quickly evaporated in 4 or 5 minutes in a warm tumbler. We use a conventional 42 by 42-inch tumbler with the vent opened to medium.

#### POWDERING PROCEDURE

As mentioned earlier, it is always easier to do a job if you have the right equipment. This holds true for the powdering process as well.

We used to place the dry gloves into a canvas bag, add powder, tie it securely and put it in the tumbler for about 30 minutes. This method proved to be very unsatisfactory as well as costly. It tied the tumbler up for at least an hour a day and the gloves were not adequately powdered. They would twist inside the bag and most of the fingers got no powder at all. Furthermore, the excess powder was sucked out by the tumbler fan and wasted.

We then contacted a dealer in rebuilt laundry equipment and asked him to help us out. He rebuilt an old, obsolete 18 by 20-inch front-loading washer to our specifications. The cylinder was lined with tin and a shallow drawer was built under it to catch the unused powder.

We now place 50 to 75 gloves at a time into the machine, add an ounce of talc and let the machine run for 3 or 4 minutes. The loose gloves are well powdered and the unused talc drops into the drawer to be reused.

Since we use a very expensive powder (specified by the chief of surgery) we are able to save quite a bit of money. We also do a faster, more efficient job of powdering.

Mr. Stern gave this talk at the Eastern Regional Institute presented recently by the Metropolitan Institutional Laundry Managers Association under the sponsorship of the National Association of Institutional Laundry Managers in New York City.

#### RUBBER GLOVE FORMULA

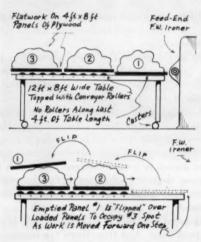
Operation	(inches)	Temp.	Time	Supplies
1. Flush	12	100°	3 min.	
2. Flush	12	110°	3 min.	_
3. Suds	6	110°	8 min.	Soap to suds
4. Suds	6	110°	7 min.	Add if needed
5. Rinse	12	110°	3 min.	_
6. Rinse	12	110°	3 min.	_
7. Rinse	12	110°	3 min.	_
8. Powder	4	110°	10 min.	Talcum
9. Drain	_	_	15 min.	_

#### bellew PRINTS .

#### FLIP-TOP FEED TABLE

Will wonders never cease? Now we have a flip-top feed table for the flatwork ironer. At least that's what John Logan calls a recent change he made in his flatwork department at the Del Monte Laundry in Pebble Beach, California.

John used to have a 10-girl crew on an ironer equipped with an automatic folder. Most of them spent their time preparing work on pole racks for the feeders. Only 3 of the original 20 pole racks were retained for special types of work, and a special table took the place of the pole racks. To work properly the platform was removed from the calendar ironer and the feed rolls were lowered to a convenient height for the feeders.

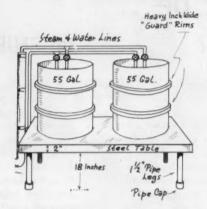


This flip-top table is 8 feet wide and 12 feet long and, thanks to swivel casters, can easily be moved up to the ironer for sheet runs. The table top is fitted with conveyor wheels to support three 4 by 8-foot panels of half-inch plywood. Shake-out girls lay out work on the panels and move them to the feeders on the table-top conveyor wheels.

To get the empty panel back to the shake-out girls, it is flipped over the other two loaded panels for positioning for more work. The ironer is now serviced by two feeders, two on shake-out, one folder, and a throw-out girl. This has saved four employees, in addition to eliminating the awkward pole racks and a great many hampers.

#### ELEVATED SOAP TANKS

Glen Henry, manager of the St. Joseph Hospital laundry department in Burbank, California, runs a beautifully clean plant. I noticed one thing that makes it lots easier to keep the washroom neat, especially around his soap tanks. Glen builds his own soap and uses a pair of heavy-duty 55-gailon drums for the purpose.



These drums sit on top of a steel table about 18 inches off the floor. This platform is supported by legs of 1½-inch pipe screwed into pipe flanges on the underside of the table. Pipe caps on the ends keep them from cutting into the concrete floor.

The drums are fitted with inch-wide guard rims of heavy steel which in the past were quite common on heavy industrial-type drums. The top of the rim forms a sort of pocket which Glen says is handy for catching any soap that may bubble over, and keeps things a lot neater. Best of all, however, the table idea makes it possible to clean up the area around and under the soap tanks.

#### HOLDS WORK GLOVES

A friend of mine is an electrician here in Los Angeles. The other night he dropped by the house with a gadget on his belt that fascinated me because it was so unusual. It was a loop of narrow leather strap with a small clamp fastened to it. He claims it's the handiest way in the world to carry gloves around the plant, and keeps him from laying them down and forgetting them.

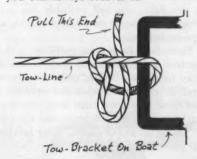


Naturally, having laundry plant engineers always in my mind, and knowing the price of good work gloves . . . and mainly because I'm short on material . . . I mention it here.

#### LAUNDRYMEN'S LEISURE

I'm amazed at the number of launderers who are latching on to the fun of boating. And it's only natural, where there are kids in the family. that they get into water skiing. All beginners, especially if they don't swim too well, wear life jackets and no harm comes from flipping off the skis. But many learners refuse to release the tow rope when they fall, and being dragged through the water at 30 miles an hour is hardly pleasant. Rope burns are most painful if an arm or leg gets tangled in the tow rope in the process, and this happens with amazing frequency around here.

So here's a hint when you tow a beginner. Don't anchor the tow rope to your boat with a hard knot. Tie one that can be released in one motion by someone at the stern watching the skier. The illustration shown is exactly like the knot a local sporting goods dealer showed me, and he ought to know. Don't worry about the rope; you can always recover it.



#### Marketing

NEITHER shirt selling nor shirt rental plans are entirely new to the industry. Both of these ideas have been going the rounds for years. A few laundrymen who have stuck with them now wonder just what all the sound and fury are about. If there is any one thing that has given these plants new impetus in recent months, it's the fact that shirt manufacturers have made it easier for us to get started in them.

The plantowner is no longer obliged to tie up his capital in a large inventory and hope for the best. Most of the risk has gone out of such plans. He now has the opportunity to try them out—to see what the consumer acceptance will be—at a minimum investment. All he has to decide is whether he'll sell or rent shirts.

# Which will it be... SHIRT SALES?

The latest shirt selling plans were introduced to the industry early last year. At this writing, there are at least three manufacturers who are promoting the idea.

Basically, these plans involve the sale of white cotton shirts through laundry outlets at reduced prices with a one-year guarantee if they are sent to a professional laundry.

The shirts belong to the customer. The laundry makes a profit in selling the shirt, hopes to win the buyer as a regular customer, and regards this as a means of combating the washand-wear trend.

The potential in selling shirts appears to be far greater than in renting them. There's a minimum of red tape. The customer simply buys the shirt and is under no further obligation.

The plan requires very little explanation and plantowners like it because they start to get returns on their investment almost immediately.

The bulk of the shirt sales to date have been made by family laundries. There seems to be little promise for linen suppliers to do much selling since they lack the retail outlets. Drycleaners, on the other hand, will become increasingly active in this area because they have the advantage of many choice point-of-purchase locations.

Since shirts have come to be regarded as gift items, there are three specific periods of the year when sales will receive a natural boost—Christmas, Easter and Father's Day. Birthdays will also help at all times during the year.

There has been relatively little money spent in advertising and promotion so far since customer acceptance has been immediate. But it seems inevitable that more will have to be spent as the field becomes more competitive in the future. In this light, you will probably see increasing emphasis on price, the tendency to sell in multiples, and more use of gift-type packaging.

There have been some problems in delivery, labeling, etc., but few major difficulties. Some laundrymen have also shied away from these selling plans for fear of antagonizing local retail merchants. But more and more are adopting the attitude that these other merchants have shown no qualms about selling home washing machines and wash-and-wear as a means of "saving on laundry bills." They feel now that turn about is fair play.

#### or SHIRT RENTALS?

The currently popular shirt rental idea was introduced to the trade in the early days of 1958 and is now promoted by four or five shirt manufacturing companies.

The general idea is to set aside a specific number of shirts for each customer and have him sign a contract to pay so much a week for their use. The nominal rental fee includes pickup-and-delivery, laundering and replacement (at no extra cost) as the shirts wear out.

The shirts belong to the plant. The customer has the advantage of a really carefree shirt service. He doesn't have to buy them; he's relieved of their care and maintenance. In effect, he has a supply of shirts that never wear out.

The rental idea has a lot of appeal and would seem to have greater long-range possibilities and more sales continuity than the retail shirt programs. But it's a more complex arrangement which takes time to explain and requires more promotional effort. Recent moves to reduce customer obligation by reducing or dropping deposit requirements and otherwise liberalizing contracts have helped. And rentals will continue to rise so long as laundrymen are willing to stay with it.

One shirt manufacturer feels that it takes a company about one year to reach peak sales. And from there the increase is from 5 to 15 percent per year, depending on the amount of promotion given it.

At the present time, the *linen suppliers* are doing the best job in promoting this business and they hold about two-thirds of the rental business now on the books. The combination linen and family plant runs second. And straight family laundries and drycleaners rank third.

Lacking the retail outlets, linen men have made their greatest gains in selling the idea to office and professional people. Large corporations that require their office personnel to wear white shirts on the job are prime prospects. And professionals, who may have need for other rental services, are likely targets. Some plants have found it necessary to hire salesmen who can devote their efforts exclusively to promoting this service.

As competition stiffens, it's quite likely that family laundries selling shirts will consider branching out into the rental field.

Quits and losses are minor problems; distribution and promotion are more formidable but not insurmountable.

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Model P 3645 Step-Van with spacious 12-ft. body.

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1960 Step-Van Bodies are cargo-engineered

New Chevy Step-Vans are big and roomy and designed for extra-easy cargo handling, with low floors, wide double doors and snag-free smooth-lined interiors. Optional rear doors\*, up to 72 inches wide, give you full-width access for loading out-sized cargoes. Wide sliding side doors run on ball bearings and nylon guides, stay snug and smoothworking for years. Double-walled all-steel body construction with thick fiberglass insulating blankets gives solid, quiet, all-weather comfort and cargo protection,

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Underlying the smooth, durable performance of both Step-Van and stripped-chassis models is a complete lineup of super-tough components. First, you get the lean-muscled 135-h.p. Thriftmaster Special 6 - an engine that's famous for saving dollars on tight stop-and-start schedules.

Also, as standard equipment, you get a long-lasting 11-inch heavy-duty clutch that's specially designed to stand up to severe delivery duty. And tough 3- and 4-speed Synchro-Mesh transmissions, or 4-speed Hydra-Matic\* add to the efficiency of Chevy's extra-durable drive train.

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1960 CHEVROLET STURDI-BILT TRUCKS CHEVROLET

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GREENSBORO, N. C.

# Holiday season helps shirt sale programs get off to flying start

- ▶ Holland sells nearly \$10,000 worth the month before Christmas
- ▶ Brunswick sells 700 shirts in ten days during test on five routes

#### by HENRY MOZDZER

HOLLAND LAUNDRY was the first plant in the Philadelphia area to start selling shirts. Its shirt sales program began on 39 routes November 23.

Preliminary plans and preparations were kept hush-hush until the very last minute. Even the plant's route salesmen were not let in on the big secret until the evening of the 22nd. At this time, a three-page telegram went out to each man's home giving him full particulars.

This might seem to be an extravagant procedure. But having the opportunity to study this important message at leisure, every man knew pretty well how the program worked before he showed up for the 7 o'clock sales meeting the following morning. All management had to do was to clear up a few questions and pass out the airline bags (used as a sample case) containing three shirts.

During the very first week, the men sold more than \$3,400 worth of shirts. The second week, over \$2,600. Holland's supply of shirts dwindled the following week and sales dropped to \$1,200. But they were back up to \$2,400 the next week when the stock was replenished.

According to Bill McBrien, the men sold just over 2,500 shirts in four weeks time and total dollar sales reached \$9,905.50.

#### FURTHER DETAILS

Holland stocks only white cotton shirts in three different styles.

- 1. The Governor—a button-down oxford
- 2. The Senator—a broadcloth with permanent collar stays
- The President a broadcloth with a fused collar

Route salesmen are instructed to suggest the Governor and Senator to those prospects who desire a soft shirt, and the President to those who like a starched shirt.

The shirts cost \$30.50 a dozen and are sold at \$3.95 each. All shirts are priced the same regardless of style or size. There are no quantity discounts and the sales tax does not apply.

The route salesmen get their regular 15 percent commission.

#### THE MECHANICS

Ordering: A Standard form is used on all shirt orders whether they originate on a route, in a store, over the phone or come in by mail.

The form is filled out and, where possible, signed by the customer. It is then turned in to the retail shirt office which has been set up as a separate entity in the plant.

Fulfillment: The person in charge of the shirt office fills the orders every morning. The shirts, which are packaged in poly bags at the factory, are simply packed in regular shirt boxes and placed on the salesmen's racks for delivery on the proper day.

Billing: The new shirts are billed on a ticket that resembles the plant's flatwork bill. This is taped to the box in such a way that the customer's name, check number and charge are readily visible. The charge also appears on the salesmen's adjustment sheets.

The customer's name appears alongside the check number. And the total shirt sales for the week appear as a separate item on both yellow and white settlement sheets. This is added to the salesman's laundry charges just as drycleaning charges have always been added in the past.

Using this system, the money collected for shirt sales need not be separated in any way.

Undelivered goods are listed at settlement in the same manner as any other undelivered work. Sample shirts and sample bag are also charged as undeliverable goods.

Delivery: When the shirts are delivered, the top of the bill contains Holland's Dated Shirt form.

The salesmen are reminded to urge the customers to wear their new shirts as quickly as possible and to return them during the next pickup for dating, using the bill as their request. The dating is an important "extra" in the shirt sales program since the laundry, unlike retail stores, offers a oneyear guarantee.

There has been no opposition from the retail stores. And the initial success of the program prompts management to say: "We're in the shirt sales program for good,"

Brunswick Laundry of Jersey City, New Jersey, decided to experiment with the shirt sales program in a limited way.

Only five of the company's staff of over 60 route salesmen have been selling shirts since the program began November 1.

At the peak of the Christmas season, these five men sold 700 shirts in the course of 10 days. During "normal" times they average four a day.

Brunswick shirts sell for \$3.69 each or in lots of three for \$11. The salesmen get their regular 13 percent commission which adds up to about 48 cents for every shirt sold.

No particular problems have been experienced to date, says sales manager Tom Rogers. And the three styles of shirts are all selling equally well.

(Brunswick might have put more effort into shirt sales, had it not committed itself to another merchandising deal which had been most successful in the past. The plant sells gift-wrap paper to route customers throughout December.—Editor)

# Standard Change-Makers offers the industry's most complete line of coin changers for Coin-op Laundries



#### SINGLE COIN CHANGER-MANUAL-

Standard Change-Makers are available in 14 different models to change 5c, 10c, 25c and 50c coins into various denominations, including tokens. Sturdy, heavy steel casings, 17 to 1934 inches high, 8 inches wide and 7 inches deep. Precision built, including complete slug rejection mechanism. Easy to secure to wall or stand. Insurance available on the coin changer itself, and its money content up to \$100.



#### MULTIPLE COIN CHANGER-MANUAL-

The Standard 300V Multi-Changer is specifically designed for automatic laundries. It can change a 50c, 25c, 10c, 5c or even two 5c coins into a 10c coin... any three coins into any of 364 different combinations in the same machine. Extra heavy duty steel cabinet with double locking mechanism, and 3/16 inch steel vault. 1934 by 24 by 7 inches. Easy to secure to wall or stand. Machine, and up to \$150 in money, insurable.

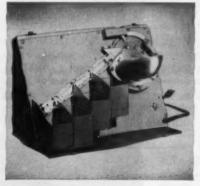


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The Standard Change Master holds up to \$1,100 in change, and can change any 3 coins into various denominations. Rugged 3/16 inch steel vault type casing, quadruple locking mechanism, burglar alarm switches, optional burglar alarm horn and Tear Gas Protection System. One coin slot. Large return tray. 30 x 30 x 9½ inches. Smart, contemporary design. Insurance available on changer, and money content up to \$650.



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See them all at the American Institute of Laundering Convention February 24-28, 1960 Booths 330, 331, 332, 333, 334 and 335

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### Curb service for pillows

A mobile pillow cleaning service, recently introduced, brings the service as close as the customer's door.

The truck is equipped with an electric plant which provides power for the combination cleaner and fluffer, the ultraviolet and ozone equipment, the lighting and sewing machine.

It can be used in servicing hotels, motels, hospitals, other institutions.

Plantowner Roger Graefe of Sheboygan, Wisconsin, also says hundreds of homemakers have taken advantage of the service through pillow cleaning bees sponsored by church and women's organizations.

# Any one of these services could open up a new market for you

- ☐ Pressing
  ☐ Hat blocking
- ☐ Fur storage
- ☐ Fur cleaning
- ☐ Furrier's process glazing
- Rug shampooing
- ☐ Dyeing
- ☐ Furniture cleaning
- ☐ Furniture repairing
- ☐ Furniture restyling
- ☐ Furniture upholstering
- ☐ Custom-built furniture ☐ Drapery making
- Drapery cleaning
- ☐ Laundering curtains
- ☐ Mothproofing
- ☐ Wiping rag service
- Feather renovating
- ☐ Waterproofing☐ Repairs and
- minor alterations
- ☐ Tie forming
- Rug dyeing
- ☐ Monogramming
- ☐ Shoe repairing

Brown Trueblood, Inc., of Marion, Indiana, makes all these services available to its customers in addition to laundering and drycleaning.

### Electric-blanket repair service

Keeping pace with the trend to "electrical living," the Snow-Flake Laundry of Peekskill, New York, offers a complete service on all makes of automatic blankets.

In addition to laundering or cleaning these blankets, the company also replaces heating elements, controls, wires, etc. And guarantees the repairs for a year as an authorized agent for a leading blanket manufacturer.

# Wrinkle-proofing clothes a future possibility

A research program has been carried out by the National Institute of Drycleaning (under contract with the U. S. Department of Agriculture) to determine the feasibility of the application of finishes to impart wrinkle resistance and durable creases to cotton garments, using ordinary drycleaning plant equipment. It has been shown that such finishes can be successfully

applied to many types of garments, particularly shirts, blouses, skirts, trousers, and jackets. In general, medium or lightweight plain-weave fabrics, such as print cloth, ginghams and broadcloths, respond better than heavier weight fabrics.

Essentially, the finishing procedure consists of impregnation of the garment with the desired creases, pleats and flat areas, using hot-head presses and hand finishing equipment, and completion of the cure of the finish in a hot-air drying cabinet. The garment is then wetcleaned with water in a washer and tumbled dry. The effects of variations in this procedure have been determined and are reported in NID's Fellowship report, No. F-19, released December 1959.

Preliminary cost data on the process have been calculated. This type of finishing is best suited for use in conjunction with garment manufacturing but could be useful as a supplementary service by many drycleaners, especially during the slow season.

This Abstract is reprinted with permission from the Fellowship Report prepared by NID's Dr. Joseph R. Wiebush in cooperation with Robert T. Graham and Fred Loibl of the U. S. Department of Agriculture.



# Smart Laundrymen Are Cutting Costs With SAGER SPREADERS

Handle More Sheets
With Fewer Operators



for Round the Clock High Speed Production

The SAGER "A" model Spreader enables one operator to spread and deliver to the ironer feeders more sheets per hour than 3 or 4 hand shakers—even up to 1,000 sheets per hour. This is the model for the plant that handles more than 3,000 sheets and spreads per day. If your production is less than that, see our SAGER "B", below.

#### Save Up To \$100 PER Week On Ironer Production

Besides saving the time and labor of two or more shakers, a SAGER Spreader increases ironer production and increases efficiency all along the line. Big savings are real, not merely theoretical. One West Coast laundryman writes: "Our SAGER has been in use for about 12 years and has saved more per dollar than any equipment we have ever had." He speaks for hundreds of others who have had similar experience.



SAGER "A" Spreader at University of Minnesota

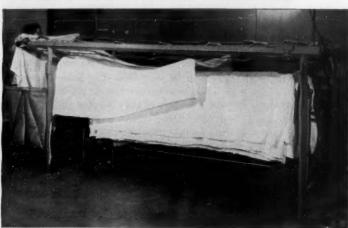


#### for 1,200 to 3,000 Sheets Per Day Production

This machine is designed for the single ironer plant. For the feeding of large flatwork at high speed, even up to 18 sheets per minute, spreading at 6 to 15 sheets per minute under suitable conditions. One operator does the work of 2 or 3 hand shakers with less effort and higher efficiency.

#### Reduces Labor Turnover

A SAGER Spreader eliminates one of the most tiresome tasks in your plant—hand shaking of sheets. No more heavy loads and nerve wracking hand work. Your SAGER operators stay because they like their jobs, thus saving you the expense of constantly training new labor and high social security costs.



A SAGER "B" Spreader operates with one girl

#### A SAGER SPREADER Quickly Pays For Itself

A SAGER SPREADER is not beyond your means. If your sheet production is 1,200 or more per day you cannot afford to be without one. It will pay for itself more quickly than you can imagine in saving of labor and speeding up production.

#### **WRITE For Full Facts**

If yours is a laundry handling 1,200 or more sheets per day, write today for details and names of progressive laundries all over the world which are offsetting higher wages with this labor saving machine. But write us only if your sheet spreader production is 1,200 or more daily. Otherwise you cannot profitably use a SAGER.

A Michigan institutional laundrymanager writes: . . . "At our wage level—\$1.23 per hour, or \$50.00 per operator each week, the savings will pay for a Spreader every 6 months."

A New England laundryowner writes: . . . "We feel that it is the best purchase from every standpoint that we have ever made in over 70 years of business."

Please send us full facts about your labo:-saving Sager Spre	aders.
M. A. Pocock	
1236 Central Ave., N. E.	
Minneapolis 13, Minnesota	
Firm	
Street	
City	
State	
Print your name.	

#### Personnel Management

A GOOD MANAGER is an asset to any organization but put an unqualified man in a tougher job than he can handle and you invite dissatisfaction, worry and failure

# Will he make a good manager?

The answers to ten basic questions can reveal his chances for success

EVERY CANDIDATE for a management position should ask himself 10 basic questions, says Ray H. Jordan, personnel director of the 1,700 J. C. Penney department stores.

These questions form the yardstick by which all Penney store managers were measured and to which they measured up. Penney's management training program stresses the importance of selfreliance to prepare trainees for the key company positions of store management.

Penney managers, whose incomes are based directly on the profits they help produce, are pretty much independent merchants operating their stores to best serve their communities' needs.

#### HERE'S THE QUIZ:

To see how your candidate rates as management material under the Penney system, give him 10 points for each



J. C. Penney Co. photo

"yes" in the following quiz, 5 points for each "half-yes," and zero for each "no." Then, see the scoring table at the end.

#### 1. DOES HE LIKE DEALING WITH PEOPLE?

No quality is more important to an executive. The opinion others have of him is often a reflection of what he thinks about them; if he likes them, they'll like him—and work for him. This doesn't mean that he must be friendly to the point where he fails to criticize poor efforts. It does mean, on the other hand, that his criticism should be aimed at helping his subordinates, never at merely boosting his own ego.

#### 2. DOES HE REALLY KNOW HIS JOB?

Doing his present job well is the only way he can advance to a better one, for past performance is what potential leaders are judged on. He'll do his job better if he knows why he does it—just where he and his job fit into the total company picture. This will not only improve his morale but, by giving him a better grasp of the organization's setup, prepares him for the next step up.

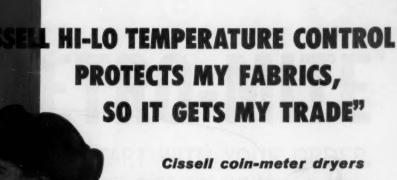
#### 3. DOES HE LOOK FOR BETTER METHODS?

Does he try to dream up ideas that will attract customers, increase sales, save the company money? Does he understand and work at the important function of finding the most efficient way to get things done?

#### 4. DOES HE SEEK RESPONSIBILITY?

If he looks around for something to do when his immediate assignment is fulfilled, if he stays with a job when others would let down, if he's willing to show someone else how to do something, he's the "responsible" kind who's likely to go places. Someone who offers suggestions to help fellow employees is a good man for a key job. Because supervision—a prime executive task and talent—

Continued on page 48



Cissell coin-meter dryers
have more confidence features
for both you and your customer

Today's customer goes where all her clothes are safe—to the coin laundry featuring Cissell dryers with the new conveniently located Hi-Lo temperature control. She selects the correct temperature for drying man-made fibers, wash-n-wear, delicate materials, or regular wash. The famous Cissell no-snag basket wins her confidence, too.

In addition, five new built-in safety sentinels give both customer and coin-store owner more reasons than ever for confidence in Cissell Coin-Meter Dryers:

- Built-in overload protection for each motor
- Overheat protection for gas heating unit
- Air flow protection against obstruction of lint drawer or exhaust duct
- Fully automatic overcurrent protection . . . unaffected by temperature, requiring no fuses
- Automatic back draft damper prevents chilling of dryer in cold weather, recirculation of hot air from one dryer to another, or hot air blasting into customers face through dryer door

VISIT US AT THE AIL CONVENTION EXHIBIT

### CISSELL

W. M. CISSELL MFG. CO., INC.—Louisville 1, Ky.
Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

Consult Your Jobber





SAVINGS START WITH YOUR ORDER, SO WHY NOT ORDER NOW!

You save money . . . up to \$1,000 against what you would expect to pay for a conventional American delivery truck as soon as you sign the order.

You save time . . . your order now is assurance of getting the timesaving, work-saving Metro-Mite on your route when you need it!

#### YOU KEEP SAVING ...

- With high operating economy! 4-cylinder engine delivers outstanding savings every operating mile and every idling minute ... needs only 4-qts. of oil at change.
- With low driver fatigue! Walk-in, walk-through "square-cut" design means greater ease in accessibility, front to back. Only 13-ft. overall, it simplifies parking. Easiest handling even on ice and hills.
- With high payload volume! 200 cu. ft. in the Metro-Mite—and that means room for 9-ft. rugs or 120 garment bags. Perfect 1,000 lb. loadability for increasing trend to "finish" wash.
- With low depreciation! Longer life and looks with unitized, factory undercoated body plus extra-economy value make it worth more at trade-in time.

See your International Dealer or Branch, start saving today!

INTERNATIONAL Trucks with Metro-Lite® Bodies of aluminum and mag-



nesium alloys and fiber-glass reinforced plastic are at least 36% lighter in weight. This means easier handling . . . and bigger loads for the size of truck. And a Metro-Lite body will never rust, either from interior condensation or exterior rain, slush or salt. Little worry and less maintenance in models to 468 cu. ft. capacity, and up to 11,000 lbs. GVW rating.

# INTERNATIONAL TRUCKS WORLD'S MOST COMPLETE LINE

International Harvester Company, Chicago

Motor Trucks • Crawler Tractors • Construction Equipment • McCormick® Farm Equipment and Farmall® Tractors

UNION Laundry

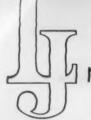
### Every taundry needs

an automatic Folder ...

question of the right type!

American Different twee Trumatics offer unusual

Type 1-L. A single-lane Folder for large pieces. Used with any 110" or 120" Ironer. Type 2EF-LM. A 2-lane or single-lane Folder for both large and small pieces. The flip of a switch will change it from two to one or one to two-lane operation. Use it with any 110° or 120° Ironer. Type 2EF-LS. Control automatically changes Folder back and forth for two-lane or single-lane operation as different size pieces pass through. Folds large and small pieces directly from any 110" or 120" Ironer. Type 2EF-FS, A 2-lane or single-lane Folder especially designed for family service flatwork. A "pick-up" conveyor delivers pieces too small for mechanical folding to a Receiving Tray beneath the Delivery Table. Change back and forth for one or two-lane operation is automatic. Type 3EF-BA. Automatically folds bib aprons in three 40"-wide lanes directly from any 120" Ironer. A manual selector instantly combines the three lanes into a single 120"-wide lane for folding large pieces. Type 4EF. Four lanes, two lanes or one lane as you need them. The four 30"-wide lanes operate independently, boost production by eliminating stagger-feeding. A manual control also sets Folder for operation of two 60"-wide lanes or Type AUF-BA. Four, three, two, or single-lane folding with the flip of a switch! Ideal for parttime folding of bib aprons. Manual control sets Folder for 4 lanes (two 40" and two 20"-wide), 3 lanes (each 40"-wide), 2 lanes (each 60"-wide) or 1 lane (120"-wide). Type 5EF. Five, three, two or one-lane opera-tion gives unusual flexibility to handle a wide variety of flatwork on a single Folder. Simple control changes from 5-lane (each 24"-wide) to 3-lane (two 48"-wide and one 24"-wide) to 2lane (one 72"-wide and one 48"-wide) or to 1lane (120"-wide) as needed. Type 5EF-BA. The same five, three, two and one-lane flexibility as the Type 5EF, plus special features for plants using a 120" Ironer part time for bib aprons. Ask your American representative to arrange for you to see our new motion picture on the TRUMATIC FOLDER.



reviews the controversial . . .

### A. I. L. story in Saturday Evening Post

Was it a blessing or a boo-boo?



AFTER MANY MONTHS of effort, the industry's attempts to interest a national consumer publication in laundering finally paid off.

On January 12, The Saturday Evening Post hit the newsstands with a three-page article entitled "Tales of the Laundry Sleuths." The Post has a circulation of more than six million readers.

The article deals with the extensive testing programs carried on by the American Institute of Laundering's Textile and Certified Launderable Seal Laboratories.

Lab managers Lee Johnson and Norman Duckworth are pictured in two of the four photographs. Mr. Johnson displaying some of the unique samples of problem fabrics sent in by members, and Mr. Duckworth testing a waitress uniform to determine how well it will resist food and beverage stains.

It is a good article if you consider it was written by a layman for the public at large. The writer, *Post* man Merrill Pollack, told his tale well, mixing anecdotes with dry facts in just the right proportion to hold the reader's interest all the way through.

The average homemaker will find it entertaining as well as informative. And she's bound to come away with a good opinion of AIL. But the story is *not* likely to change her negative opinion of the laundry industry as a whole.

This is not the author's fault nor is AIL to blame.

Mr. Pollack is trained to look for the odd and unusual facts that make for interesting reading. To the professional launderer's eyes, some of the examples he choses are "old hat" and have been given too much emphasis. Nevertheless, they are new and interesting to the consumer.

Once the story was written, it was out of AIL's control. Advance proofs were presented for "technical corrections." That is, changes where the word "blueing," for example, should have read "bleach," etc.

Most publishing houses do not show their stories in advance, but even if they do, they frown on making extensive changes.

If such changes were allowed, Joliet would have obviously made them. For example, every photograph with the story showed shredded linens or goods being torn and stained. At least one might have shown something being done right.

There is also a statement that in any given year

the AIL Lab receives from its members "thousands of letters of inquiry and 7,000 exhibits, asking sometimes piteously, what caused the holes or burns or stains or rips."

This puts the professional laundryman in a bad light. And it is not the sort of information that tends to build consumer confidence. The point might have been put in the right perspective with an added sentence or two explaining that the number of problems is infinitesimal compared to the total volume of work handled.

These are not the only rough spots. Elsewhere, the reader learns "laundry tumblers will reach 250 degrees while home dryers reach approximately 160 degrees." And again, "There probably would not have been any damage if the laundry used electric tumblers, but it didn't . . ."

Then there's a "bad" description of a trouble-bound launderer washing what he thinks is a cotton twill to remove grease stains: "He washed it in very hot water with a highly alkaline cleansing solution."

Any semantic-minded laundryman would have struck this out. Or modified it to read "normal washing formula" or some such.

But the prize of the lot is this colorful case history of a plant that put a Dynel blanket through an ironer.

"Once it was a blanket, fluffy and soft and wonderful to feel. After it was washed it was fed into the rollers of a big commercial flatwork ironer. Under the high heat of the flatwork ironer the blanket refused to run through the machine. Instead, it rolled back on itself, fusing into a rod."

By way of explanation, the article continues: "It (Dynel) shrinks if it's washed above 160 degrees and melts at 257 degrees. The laundry's flatwork ironer obviously was set for a higher temperature."

It's an interesting case history, granted. But, unfortunately, a reader might very well be led to assume that *all* laundries put *all* blankets through a flatwork ironer.

It's easy to be critical when you are so close to a subject, so there's no point in belaboring the story's obvious weaknesses any further.

One article isn't going to make us or break us. Good or bad, it has given our industry some national publicity. People will be talking about us.

But let's profit by our mistakes and admit that no one is going to tell our story right unless we tell it ourselves. It's a harder course, but much better in the long run.  $\Box\Box$ 

Interested in reducing repairs and replacements... and increasing customer satisfaction on work shirts and pants?

\* \* \*

GRIPPER Snap Fasteners have created operating economies for laundries in test after test on shirts and pants. You will find it worthwhile to run similar tests on your own garments.

\* \* \*

Let us give you complete information. Write to Scovill Manufacturing Company, Laundry Section, Waterbury 20, Connecticut.

GRIPPER Snap Fasteners are a product of SCOVILL. Also makers of GRIPPER Zippers.

The closure that keeps your customers



SEE US AT THE AIL SHOW, BOOTHS 132 AND 133, INTERNATIONAL AMPHITHEATRE, CHICAGO, FEB. 24-28.

#### Diaper Industry Sponsors National Baby Care Council

THE LATEST CHAPTER in the diaper service industry's united public relations program was begun on January 19 with the formation of the National Baby Care Council.

The NBCC was set up under the direction of the Diaper Service Industry Promotion Association as a voluntary public service organization to promote the health, education and general welfare of babies from birth to age two.

The NBCC is financed by independent diaper service laundries across the country and operates as a non-profit corporation with offices at 1620 Locust Street, Philadelphia. It has its own constitution, by-laws, board of directors and professional committees.

According to the papers of incorporation, the NBCC is assured independence of commercial or industrial domination in determining its program, policy or recommendations.

Nine of the twelve board directors are drawn from professional sections and three from the sponsoring group. The chairman of the board is selected from the national community-at-large. Selection is based on record of accomplishment, interest in child welfare and professional integrity.

The Council chairman at the inception of this program is Ernest G. Osborne, Ph.D., professor of education and associate in the Guidance Laboratory, Teachers College, Columbia University, New York City.

#### SCOPE OF ACTIVITIES

The program and activities of the NBCC will be determined by the board of directors on the basis of recommendations from the Council's nine professional sections—representing the fields of medicine, public health, nursing, education, social service, community organizations, hospitals, research and communications. Here are some of the activities which have been suggested:

• It will prepare, publish and distribute educational material for parents of babies—material designed to promote baby health, education, welfare.

 It will certify the validity of scientific and popularized information on baby care.

• It will promote research in baby health, education and welfare and sponsor specific scientific projects.

• It will grant a seal of approval (or endorsement or qualification certificate) to products and services which meet high standards set by the professions.

#### IMMEDIATE PROJECTS

Two projects of the NBCC are already under way. One is a health booklet—"Mother's Guide to Diaper Hygiene"—prepared to help mothers prevent diaper rash. The other is an education program on baby care designed for use in the nation's schools—"A Better Sitter Training Course." This course includes an instruction film, a baby sitter's handbook and a teacher training manual. First developed in Pittsburgh, in cooperation with the Allegheny County Schools, the course is being revised.

#### Continued from page 40

consists largely of teaching others, helping them to do their work better.

#### 5. IS HE WILLING TO LEARN?

The potential executive knows that he must literally learn to succeed—by taking courses, talking to superiors or more experienced co-workers, keeping up with trade literature. But technical knowledge is not the whole story. He must also learn to recognize the needs of the customer. Learning all he can about the people your firm serves will help him do a more effective job.

#### 6. DOES HE ACCEPT CRITICISM GRACIOUSLY?

Taking criticism personally is a sign of immaturity which weakens his effectiveness. If he honestly thinks his critic is wrong, does he speak up and make counter-suggestions? Does he speak from knowledge and not from hurt pride—especially if it's the boss whose opinion he is challenging?

#### 7. CAN HE EXPRESS HIMSELF WELL?

Unless he can phrase his thoughts clearly and concisely, he's not adequately equipped to tell others what to do. Numerous personnel studies have shown that executives in every field tend to have above-average vocabularies. If he's weak here, or in spelling or grammar, he should be making an effort to correct these deficiencies.

#### 8. DOES TIME FLY FOR HIM?

There's nothing wrong with clock-watching so long as the clock is used as a stimulus to work, not as an escape from it. If he finds his job so dull that he counts the hours, maybe there's another position within the company that would be more congenial.

#### 9. IS HE AN OPTIMIST?

A good executive is optimistic and enthusiastic about his job and his company, and seeks to foster this constructive approach in his co-workers. Does he try to create goodwill for your company—both on and off the job?

#### 10. IS HE AHEAD OF THE COMPETITION?

The best way to time his speed in the race for success is to keep a record of his performance. No matter what his job is, note how much he accomplishes each week or each month. After a while, you'll find him automatically setting goals for himself. In the process, he'll have developed a vital leadership quality, because he can then help others improve their performance.

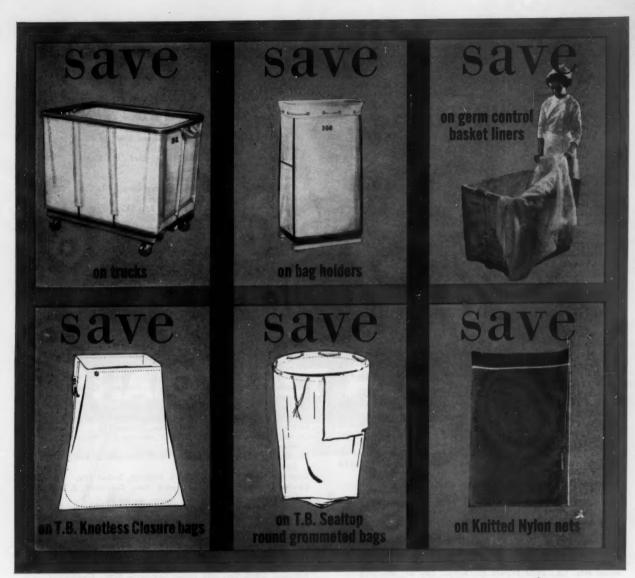
#### WHAT SCORES MEAN

95-100—He has it. Mr. Jordan would classify him as a "prime manager prospect." If he keeps up the good (hard) work, he has an excellent chance of reaching the top. He is an extraordinary person. 85-90—He is definitely management material, but he'll be wise to step up his efforts if he wants to live up to his potential.

75-80—He can make it, but he has a lot of competition. Check the questions on which he lost points, then ask yourself how he can improve.

65-70—The odds are against his becoming a top manager unless he can lick those traits that have cost him so many points.

Below 65—Being a manager isn't everything. His best bet is to seek success as a spouse and as a citizen. If he has the gumption, a management position is barely possible but he would probably be happier seeking a career in another direction.



#### Tingue Brown offers its latest laundry items early

For highlights of the Tingue Brown Laundry Line without waiting for your standard Catalog, mail the coupon below.

As a service and a saving to you, Tingue Brown has extracted its newest items and offers them on a pre-publication basis, so that you may plan ahead, order early and buy at a saving.

## 1765 Carter Avenue • New York 57, New York Please rush your preview Catalog of laundry items at a saving:

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A complete listing of the latest Tingue Brown

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### A. I. L. EXHIBITORS

EXHIBITOR	BOOTH NO.
Abso-Clean Chemical Co., 17325 Lamont, Detroit 12, Mich.	
A. C. S. Industrial Div., Woonsocket, R. I.	195
Ace Cabinet Corp., 358 Belleville, New Bedford, Mass. Ace Tank & Heater Co., 3810 Fruitland Ave., Maywood,	B-14, B-15 140
Calif. Addressograph-Multigraph Corp., 1200 Babbitt Rd., Cleveland 17, Ohio	347, 348
Adell Chemical Co. (Lestoil, Inc.), 51 Garfield St., Holyoke, Mass.	498
Ajax Pressing Machine Co., Div. The American Laundry Machinery Co., 619 S. Fifth West St., Salt Lake City, Utah	
Almore Dye House, Inc., 4424 S. Wentworth Ave., Chicago 9, III.	644
Alton Mfg. Co., 1112 Ross Ave., Dallas 2, Tex.	841
American Associated Cos., Inc., 451-67 Stephen St., S. W., Atlanta, Ga.	
American Cleaners Equipment Co., Div. The American Laundry Machinery Co., Ross & Section Aves., Cincin-	
nati 12, Ohio American Institute of Laundering, Joliet, III.	A-6-A-8
American Laundry Digest, 21 W. Huron St., Chicago, III.	
American Laundry Machinery Co., Ross & Section Aves.,	
Cincinnati 12, Ohio	404-410
	454-460
American Mothproofing Co., 2510 Hampton Ave., St. Louis 10, Mo.	435
American Permac, Inc., 48 Merrick Rd., Rockville Centre, N. Y.	
Anaconda Metal Hose, Div. American Brass Co., P. O. Box 791, Waterbury, Conn.	
Anderson Collar Support Co., 1443 120th St., Cleve- land, Ohio	
Anderson-Prichard Oil Corp., 1000 Liberty Bank Bldg., Oklahoma City 2, Okla.	
Armour & Co., 1355 W. 31st St., Chicago, III.  Armstrong Machine Works, 816 Maple St., Three Rivers,  Mich.	431 374, 375
Arrow Mfg. Co., 2924 Terrace St., Kansas City 41, Mo.	308
Atlas Powder Co., Wilmington 99, Del. Automatic Launderer & Cleaner, 75 Third St., N. W.,	243, 244 B-13
Atlanta 8, Ga. Automatic Laundry Equipment Co., 3252 Peachtree Rd.,	296-298
N. E., Atlanta 5, Ga. Automatic Service & Supply Co., 2701 E. Commerce St.,	893
San Antonio 10, Tex. Automatic Switch Co., 50-56 Hanover Rd., Florham Park, N. J.	182
B & L Distributing Co., 3855 E. 78th St., Cleveland, Ohio	500
Beacon Supply Co., 4340 Park Ave., Bronx 57, N. Y.	192
Bishop Freeman Co., 1600 Foster St., Evanston, III.	254-259
Bock Laundry Machine Co., 3600 Summit St., Toledo, Ohio	
F. H. Bonn Co., 111 N. Hickory Ave., Arlington Heights, III.	683
G. A. Braun, Inc., 461 E. Brighton Ave., Syracuse, N. Y.	A-21 A-23-A-25
Bruner Corp., 4763 N. 32nd St., Milwaukee 9, Wis. R. D. Bussard & Son, 505 E. Fifth St., Albany, Ore.	530, 531 643
C & C Manufacturers & Distributors, Inc., 1201 Hord St.,	894
Dallas 2, Tex. Cleaning Laundry World, 10 E. 40th St., New York 16,	B-1, B-2
N. Y. Caled Products Co., Inc., Brentwood, Md.	377, 378
Calgon Co., Hagan Bldg., Pittsburgh, Pa.	532
Calusa Chemical Co., Inc., 801 E. Macy St., Los Angeles 12, Calif.	
Camptel, 833 Edwards St., Baldwin, N. Y.	695
Capital Poster Service, Inc., 307 Canal St., New York, N. Y.	747, 748
*** **	

EXHIBITOR	BOOTH NO
Carber Co., 523 Cedar, Minneapolis, Minn. Carman-Morris & Eckels Associates, 4321 W. 32nd St.,	848 780, 781
Carry-Pack Co., Ltd., 9525 Irving Park Rd., Schiller Park, III.	810, 811
Carson Textile Co., Inc., 2401 S. Swanson St., Philadel- phia 48, Pa.	595
Century Paper Products, Inc., 2762 S. Archer, Chicago 8, III.	134
Cerf Brothers Bag Co., 2827 S. Brentwood Blvd., St. Louis, Mo.	B-12
Challenge Mfg. Co., 7400 E. Bandini Blvd., Los Angeles 22, Calif.	295
Chandler Machine Co., Ayer, Mass. Chevrolet Motor Div., General Motors Corp., Detroit 2, Mich.	376 753-757 803-807
Chicago Dryer Co., 2210 N. Pulaski Rd., Chicago, III.	671-675 721-725
Chicago Lock Co., 2024 N. Racine Ave., Chicago 14, Ill. Cincinnati Marking Tag & Supply Mfg. Co., 12 E. Ninth St., Cincinnati, Ohio	
W. M. Cissell Mfg. Co., Inc., 831 S. First St., Louisville, Ky.	666-669 716-719
Clayton Mfg. Co., P. O. Box 550, El Monte, Calif.	B-9, B-10
Cleaners Hanger Co., 18140 James Couzens Highway, Detroit 35, Mich.	
Cleaning and Laundry Age, 370 Lexington Ave., New York 17, N. Y. Clear-View Packaging Co., 8218 S. Stony Island Ave.,	
Chicago 17, III. Clesco National, Inc., 1416 Central Parkway, Cincinnati	
10, Ohio	
Colgate-Palmolive Co., 300 Park Ave., New York, N. Y. Columbia Boiler Co. of Pottstown, Box 230, Pottstown, Pa.	
Columbia-Southern Chemical Corp., 1 Gateway Center, Pittsburgh 22, Pa.	
Comfort Distributors, Inc., 168 Eaton St., Buffalo 8, N. Y.	
Commercial Heater Co., 3020 Galvez, Fort Worth 11, Tex. Con-Sel Co., Inc., 646 W. North Ave., Chicago, III.	944
Container Development Corp., 415 Monroe St., Water- town, Wis.	
Continental Equipment Corp., 218-54 Hempstead Ave., Queens Village, N. Y.	
Cook Machinery Co., Inc., 4301 S. Fitzhugh, Dallas, Tex. Cowles Chemical Co., 7016 Euclid Ave., Cleveland 3, Ohio	
Cummings-Landau Laundry Machinery Co., Inc., 305 Ten Eyck St., Brooklyn 6, N. Y.	265, 266
Davies-Young Soap Co., 705 Albany St., Dayton 1, Ohio	
Deal Products, Inc., Hellertown Rd., Easton, Pa. Detrex Chemical Industries, Inc., P. O. Box 501, Detroit	363-369
32, Mich.	413-419
Diamond Alkali Co., 300 Union Commerce Bldg., Cleve-	292, 293
land 14, Ohio Divco Truck Div., Divco-Wayne Corp., 22000 Hoover Rd., Detroit 5, Mich.	883
Dodge Div., Chrysler Corp., 7900 Joseph Campeau, De- troit, Mich.	881
DO-16 Corp., 62-11 35th Ave., Woodside 77, N. Y.	483-485
Dow Chemical Co., Midland, Mich. Arthur H. Dugrenier, Inc., 250 W. 57th St., New York,	994, 995 743, 744
N. Y. E. I. du Pont de Nemours & Co., Inc., Electrochemicals	
Dept., 1007 Market St., Wilmington 98, Del.	220 221
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Empire Cardboard Corp., Main and Maple Sts., Ware- house Point, Conn.	242
Essick Mfg. Co., 1950 Santa Fe Ave., Los Angeles, Calif. Ewing Mfg. Co., P. O. Box 875, 2545 N. W. Tenth, Oklahoma City, Okla.	993 693
Ex Cel Co., 107 Beeson St., Dowagiac, Mich.	395
Excelsior Machinery Co., 6175 Vermont St., Detroit 8,	475, 476 525, 526
Mich. E-Z Packaging Corp., 5111 Sheridan Rd., Chicago, III.	397-398
Fablok Mills, Inc., 46 Cordier St., Irvington, N. J.	156
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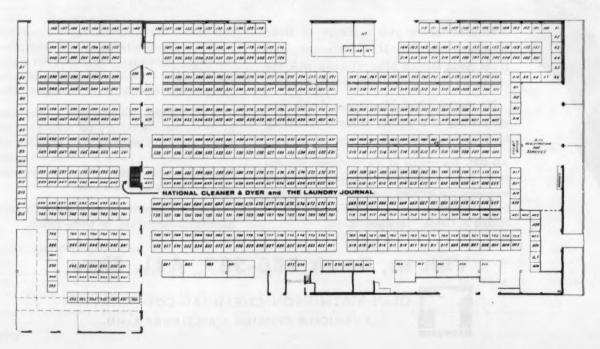


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Fluff 'N Puff Pillow Service of America, Inc., 1645 Henne- pin Ave., Minneapolis 3, Minn.		International Dryer Corp., 360 Ashburton Ave., Yonkers,	247, 248
Forse Corp., 1500 W. Second St., Anderson, Ind.	465-469 515-519	N. Y. International Duplex Corp., 1355 Market St., San Fran-	885
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Frigidaire Div., General Motors Corp., 300 Taylor St., Dayton 1, Ohio	143, 144	Johnson Chemical Industries, Inc., 99 Mellor Ave., Balti- more 28, Md.	432
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Co., 3775 N. Holton St., Milwaukee 1, Wis. Hydraxtor Co., 7415 N. St. Louis, Skokie, III.	162-164	Cantinual	on page 5

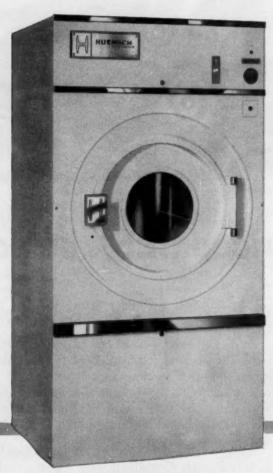
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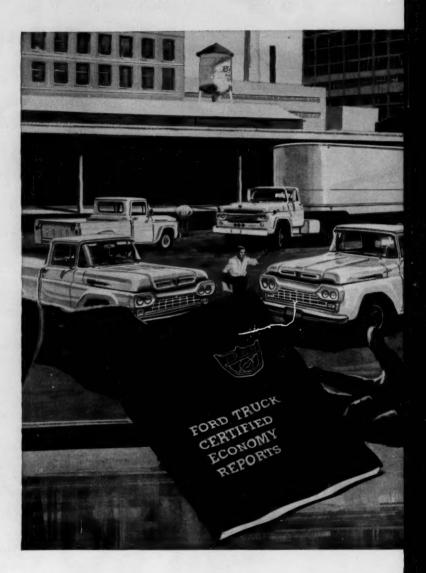
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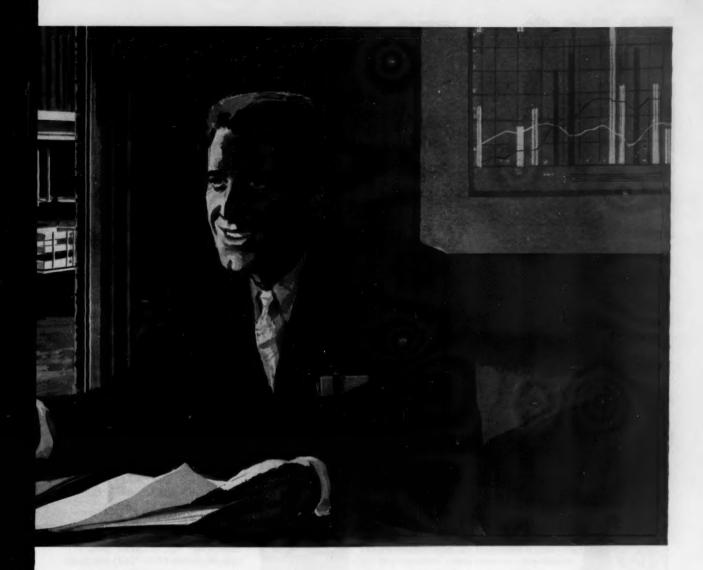
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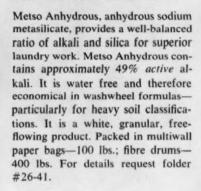
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Continued on page 58

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Speed Queen, Div. McGraw- Edison Co., Ripon, Wis.	210-213
J. P. Spencer Corp., 355 Lex- ington Ave., New York 17, N. Y.	
Stadham Co., Inc., 1825-31 N. 20th St., Philadelphia 21, Pa.	
A. E. Staley Mfg. Co., Decatur,	, 179
Stamford Chemical Co., P. O. Box 1131, Stamford, Conn.	
Standard Change-Makers, Inc., 422 E. New York St., In- dianapolis, Ind.	830-835
Standard Financial Corp., 530 Fifth Ave., New York 36, N. Y.	
Standard, Inc., 714 Fabrication	547

Sta-Nu Corp., 5111 Sheridan	636, 637
Rd., Chicago, III. Stauffer Chemical Co., 380	384
Madison Ave., New York 17,	304
N. Y.	282

199 Concord Turnpike, Cam-	
bridge 40, Mass.	
R. R. Street & Co. Inc., 561 W.	226
Monroe St., Chicago 6, III.	686-688
Strike's Laundry Machinery,	844
1944 Comment Ave Inc An	

Stry-Lenkoff Co., 817 E. Mar-	339
ket, Louisville, Ky.	
Super Laundry Machinery Co.,	647-649
1113 W. Cornelia Ave., Chi-	
cago 13, III.	
Sure-Hold Div., Nashua Corp.,	608

geles 65, Calif.

Franklin	St., Na:	shua, N	I. H.	
Swift & Co	mpany,	Union	Stock	533
Yards, C	hicago	9, 111.		

Technical	Tape	Co	p.,	240	697,	698
North N. Y.	Ave.,	New	Roc	helle,		

Textile		Marking		1g	Machine		Co.,	609-61
	Inc.,	22	04	E	rie	Blvd.,	E.,	
	Syra	cuse	1,	N.	Y.			

Thermopatch C	orp., 2	432 G	rand	742
Concourse,	New	York	58,	
N. Y.				

W. 47t	h St., Lyo			
Thomson	Chemical	Co.,	619	694
N. lack	son St. I	ima O	hio	

Wilson Ave., Kansas City 23,	Tillery	ntain						333	3
Mo		Ave.,	Ka	nsas	C	ity	23,		

Time Savers,	Inc., 83-99 Wal-	420-421
nut St., Mo	ntclair, N. J.	
Tingue, Brow	n & Co., 1765	389, 439
Carter Ave.	, New York 57,	

N. 1	f					
Tower	Chemicals,	Inc.,	P.	0.	281	
Box	102, Glens	haw,	Pa.			
Tri-Sup	ply Co., 21	20 N	. M	en-	696	
ard	St., Chicago	39,	III.			

		y Machi			654-658
An	nerican	Machine	8.	Metals,	704-708
inc	East	Moline,	III.		

UniMac	Co., 8	02 M	iami Circle,	128-131	
	Atlan				
Unipress	Co.,	Inc.,	2800 Lyn-	267-269	
			Continued	on page	62

# THIS IS NO TIME TO FOLLOW!

It makes good business sense to join the leaders. The Aldry Dryer is designed and built specifically for laundry stores for ALD by the manufacturer whose creative engineering capabilities are respected and recognized throughout the world and whose advances are imitated years later.



Whether you need ruggedly built Aldry Commercial Dryers which will handle one to six loads with ease... or other trouble-free equipment for an entire new store, it's smart to consult ALD. Proper balanced equipment, engineered exclusively for the laundry store industry... backed by intelligent store planning, a national service and parts organization, and the nation's most complete advertising programs have made over 9,500 licensed Westinghouse Laundromat\* stores supreme in profits and consumer acceptance.

Can you risk your capital on untried equipment and inexperienced distributors when you too can afford to have the best, work with ALD, and profit by the consumer acceptance of the sign of the licensed Westinghouse Laundromat Store? Call or write for equipment information and details on ALD's liberal financing plan.

#### ALD, Inc.

7045 North Western Avenue, Chicago 45
Offices in 44 principal cities
ALD Canada, Ltd.,
54 Advance Road, Toronto, Ontario

Ald, Inc. 1960

#### EXHIBITORS

BOOTHS

dale Ave., S., Minneapolis 317-319 B, Minn.

United Brass Works, Inc., Ran- 676-679

Vanbar Co., 519 N. Monroe 843

Vapor Heating Corp., 80 E. Boiler Area Jackson Blvd., Chicago 4, III. Vend Rite Mfg. Co., 1536 N. 891, 892

Halsted St., Chicago 22, III.
Vic Mfg. Co., 1313 Hawthorne
Ave., Minneapolis, Minn. 201–205

Wallerstein Co., Wallerstein 446, 480 Square, Mariners Harbor, Staten Island 3, N. Y. Warco Laboratories, Inc., 13609 492, 493 S. Normandie Ave., Gardena, Los Angeles, Calif.

EXHIBITORS

Washex Machinery Corp., 192 327-332 Banker St., Brooklyn 22,

N. Y.
Wasser, Kay & Philips, Inc. 349
(For Kellogg-American Div.
of Scaite Co.), 1231 Banksville Rd., Pittsburgh 16, Pa.

Weave-Masters, Inc., Banasch 943 Button & Supply, 125 W. Fifth St., Cincinnati 2, Ohio

Webster Industries, Inc., 45 749 Congress St., Salem, Mass.

Western Boiler Engineers, Inc., 135–137 1616 Anson Rd., Dallas, Tex.

Western Laundry Machinery 486-488 Co., 420 E. 10th St., North 536-538 Kansas City 16, Mo.
Whitehouse Nylon Products, 714, 7
360 Furman St., Brooklyn 1,

White Machine Co., N. 14th 777-779
St., Kenilworth, N. J. 827-829
Wilcar Corp., 110 N. Franklin 558
St., Chicago, III.

Wilico Sales Co., 6944 Pros- 846 pect, Kansas City, Mo.

A. L. Wilson Chemical Co., 314 1050 Harrison Ave., Kearny, N. J.

Wichita Precision Tool Co., Inc., 477-479 450 N. Seneca, Wichita 3, Kans.

Wyandotte Chemicals Corp., 462, 463
Wyandotte, Mich.

Zeolux Corp., 705 Second Ave., A-1, A-2 New York 16, N. Y. 100, 101 Zimmerman Products, 2519 545, 546 Burnet Ave., Cincinnati 19,

Ohio Zuckerberg Co., 87 Franklin St., 782 New York 13, N. Y.

#### **PROGRAM**

77th Annual Convention and Exhibit, American Institute of Laundering – Chicago, Illinois February 24-28

#### WEDNESDAY, FEBRUARY 24

12:00 noon. Luncheon and Meeting, Council of Laundry Association Executives, Astoria Room, Conrad Hilton Hotel

12:00 noon-6:00 p.m. Exhibit open, Donovan Hall, International Amphitheatre

2:00 p.m. Public Relations Committee Meeting

#### THURSDAY, FEBRUARY 25

8:00 a.m. Laundry and Cleaners Allied Trades Association Membership Meeting, Waldorf Room, Conrad Hilton Hotel

Ballroom, Convention Session, Grand Ballroom, Conrad Hilton Hotel. Presiding, James W. Foasberg, director, District 4, AIL

Welcome—David P. Wallace, Jr., president, AIL

"Uniform Rental Service" — Jack Scharff, Model Laundry-Cleaners, Memphis, Tennessee

"Shoe Repairing Can Be Profitable"— Henry E. Worcester, Morningside Laundry Company, Silver Spring, Maryland

"I Sell Shirts to My Customers"— E. A. Mall, Llewellyn Laundry, Louisville, Kentucky

"Mop Rental—An Excellent Diversification Item"—Richard E. Hager, Meeker Laundry Company, Marshalltown, Iowa

"Shirt Rental Service"—William H. Weaver, Jr., Metropolitan Laundry Company, Seattle, Washington

Continued on page 66



#### TIME TESTED PERFORMANCE

Our biggest users, including both laundries and linen supply houses, have pronounced the all-new BULLDOG DOUBLE-X the most rugged, longest lasting press cover in their experience... gives double the service of other press cover cloths.

#### **DEPENDABLE QUALITY • SUPERB FINISH**

Only by weaving the fine-finished cloth, by constant quality control, were we able to produce this tough BULLDOG DOUBLE-X. It won't stretch or shrink; protects your press pads and asbestos under covers; gives the clothes a finer finish.

Get DOUBLE-X
from your jobber.
Write, wire or
phone for full
information.

#### Special Nylon Draw Cord

lasts the life of the cover

#### **BULLDOG DOUBLE-X**

is available in all types of made up covers or in roll form. Both types are priced to fit the most economical budget.

X. S. SMITH, INC.

RED BANK . NEW JERSE

Now-G. A. BRAUN, INC. presents a

GOOIb. WASHER-EXTRACTOR

# This machine was designed and built as a washer-extractor . . . not a readaptation of conventional washers

Cylinder designed to give the highest, whitest retention with the least tensile strength loss in the shortest washing, extracting shakeout cycle. An added feature is that with 2 outer doors the cylinder only requires one re-positioning for loading or unloading.

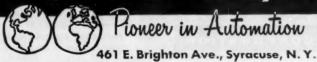
Two men can load and unload 600 lbs. dry weight with nets in 8 minutes, loose garments in 12 minutes.

Ideal water retention.

- (big drop assured).
- Occupies one-third space of conventional machinery.
- 3 Labor reduced up to 50%. Fuel and Water up to 40%. Supplies up to 25%. Mending reduced up to 40%.
- 4 Dry Floors.

OUR ONLY BUSINESS IS WASHER-EXTRACTORS

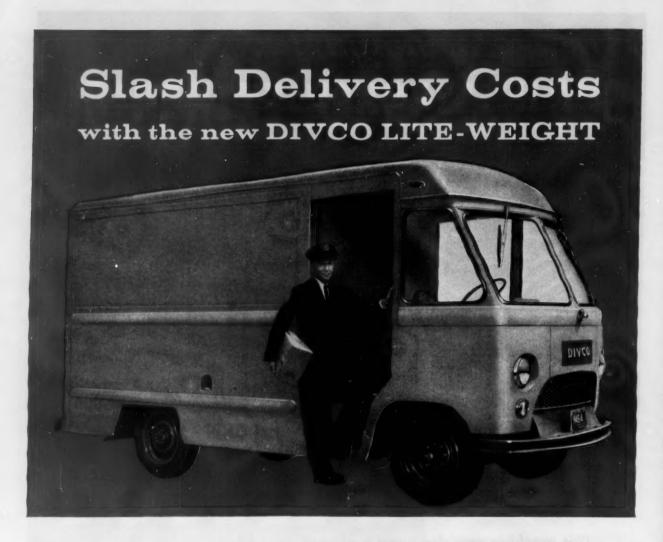
G. A. BRAUN, INC.



Most complete range of WASHER-EXTRACTORS

> 60 250-275 100 375-400 200 600-650

Nearly 1000 Installations



## 500 to 1000 pounds more payload in lite-weight aluminum or steel

Never before a multi-stop delivery truck with such a profitable combination of extra pay load . . . low operating cost . . . and long life dependability. The famous DIVCO MULTI-STOP CHASSIS, ruggedly designed to give you DOUBLE the years of service, is backed by 32 years of multi-stop manufacturing experience. With all-steel body, the lower panels are high tensile steel for many years of corrosion-free operation. Aluminum body features advanced steel enclosed safety cab. The new DIVCO LITE-WEIGHT in 7500 pounds gross vehicle weight and 412 cubic feet payload is equally well-suited for either retail or wholesale delivery routes.



For additional information, dimensions and complete specifications, contact your DIVCO Dealer.



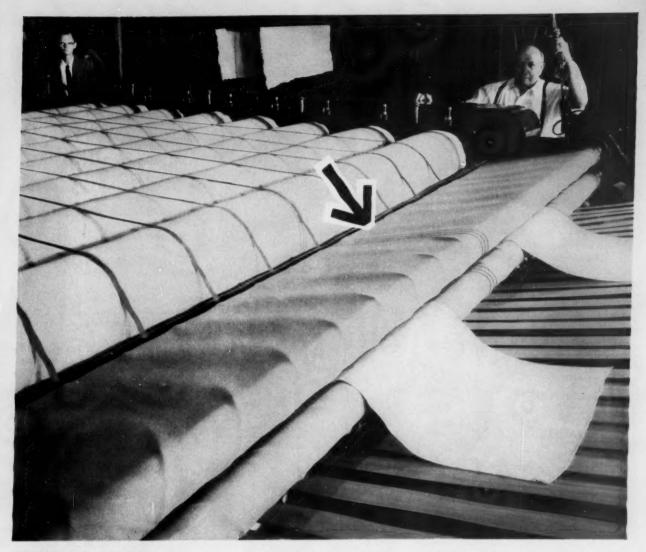
DIVCO-WAYNE CORPORATION

Over 75% of all Divco trucks produced since 1927 are still in service!

#### Power of a Six! Economy of a Four!



DIVCO'S GOLDEN MISSILE FOUR is designed specifically for rugged multi-stop truck service, adds muscle and hustle to economical four cylinder performance—for longer routes...heavier loads... and greater speeds. This new overhead valve engine develops 80 horsepower at 3500 RPM on regular gasoline—runs cool, remains sludge-free under the toughest start-stop conditions. The new truck is also available with the new DIVCO SUPER SIX ENGINE.



FEMININE TOUCH – With the American Institute of Laundering's move toward more feminity in commercial laundries – Mrs. Fern E. Senn, President and General Manager of the State Laundry & Dry Cleaners, Inc. in Portland, Oregon, has established numerous innovations. A seamstress at State serves the emergency needs of all callers and a smart, feminine touch has been added at the main receiving station. The result – where formerly more men stopped at the "will call" department, now most customers are women. State operates home, commercial and linen supply divisions. Their fleet of 14 trucks services Portland's entire metropolitan area. Amid these many changes, one thing remains unaltered—for over 20 years, State has used Prosperity Apron Cloths and continues to use them for maximum ironing efficiency. This is another example of how fabrics produced by Mount Vernon Mills and the industries they serve are serving America.

UNIFORMITY

Makes The

Big Difference
In Industrial

Fabrics

Mount Vernon Mills, inc.

TURNER HALSEY

Selling Agents

Aain Office and Foreign Division: 40 Worth Street, New York, N. Y. Branch Offices: Chicago • Atlanta • Baltimore • Boston • Los Angeles

Always look for this purple stripe in all PROSPERITY\* and ORIOLE\* fabrics. It's your assurance of fine performance and longer life in apron duck and cover cloth fabrics.

PROSPERITY and ORIOLE purple stripe fabrics are available ONLY from these laundry supply jobbers:

THE CARMAN CO., Denver, Col. • CARMAN-CONLEY, INC., Chicago, III., Indianapolis, Ind., Milwaukee, Wis. • CARMAN-MITCHELL-WING CO., Stoneham, Mass. • CARMAN OHIO CO., INC., Cincinnati, Ohio • CARMAN PITTSBURGH INC., Pittsburgh, Pa. • CARMAN SUPPLY CO., Cleveland, Ohio • C. C. CHEMICAL CO., Sunnyside, L. I. • JOHN P. LYNCH CO., San Francisco, Calif., Los Angeles, Calif. • MORRIS & ECKELS, INC., Alexandria, Va., Norfolk, Va., Baltimore, Md. • MORRIS & ECKELS CO., Jacksonville, Fla., Atlanta, Ga. • OSMUND & CO., Portland, Ore. • ROCHESTER CARMAN SUPPLY CORP., Rochester, N. Y. • JAMES E. ST. JOHN, Philadelphia, Pa. • E. J. THOMAS CO., Columbus, Ohio • THOMPSON-HAYWARD CHEMICAL CO.—CARMAN DIVISION, Fort Worth, Tex., Houston, Tex., Kansas City, Mo., Omaha, Neb., St. Louis, Mo., San Antonio, Tex.

Continued from page 62

"Can I Over-Diversify — Elmer Strandberg, assistant director, Department of Research and Education, AIL.

Open Forum

"President's Annual Report"—David P. Wallace, Jr.

Special meeting of laundry plants participating in the National Public Relations Program, Grand Ballroom

12:00 noon-6:00 p.m. Exhibit open, Donovan Hall, International Amphitheatre

6:00 p.m. Reception and Dinner, Presidents and Directors Club, AIL 6:30 p.m. Dinner Meeting, Old Timers Club, Laundry and Cleaners Allied Trades Association, Stock Yards Inn 8:30 p.m. "Get-Together Party," Williford Room, Conrad Hilton Hotel

9:30 p.m. Fellowship Hour Dancing, Pay Bar

#### FRIDAY, FEBRUARY 26

9:30 a.m. Convention Session, Grand Ballroom, Conrad Hilton Hotel. Presiding, Kenneth L. Roberts, director, District 6, AIL

"Finding the Weak Spots in Your Plant"—Irving G. Garcelon, The Knox Laundry, Galesburg, Illinois

"What Production Records Do I Need To Control My Costs?"—Kenneth D. Weiser, M. R. Weiser & Company, New York, New York

"Cost Reduction Through Labor"— Everett H. Brink, manager, Production-Engineering Department, AIL

"How Can a Qualified Management Engineer Help Me?"—A. L. Christensen, A. L. Christensen & Associates, Ioliet. Illinois

"Cost, Quality and Earnings Control During and After a Cost Reduction Program"—Gus Anderson, Silver State Laundry Company, Denver, Colorado "Cost Reduction on Your Routes"— Richard Pearson, executive secretary, Florida Institute of Laundering and Cleaning

Open Forum

"A Capitol Report"—Fulton Lewis, Jr., news analyst and radio commentator, Washington, D. C.

12:00 noon. Ladies' Luncheon. Presiding, Mrs. David P. Wallace

"What Women Should Know About Money"—Carl E. Ogren, executive vice-president, Midwest Stock Exchange, Chicago, Illinois

12:00 noon-6:00 p.m. Exhibit open, Donovan Hall, International Amphitheatre

12:15 p.m. Luncheon, 19th Annual Advertising Contest Awards, Williford Room, Conrad Hilton Hotel. Presiding, John L. Slick, director, District 8, AIL

Paul C. Fulton, manager, retail advertising, Chicago Tribune

2:00 to 5:00 p.m. AIL Advisory Committee Meetings, Conrad Hilton Hotel

#### SATURDAY, FEBRUARY 27

8:00 a.m. Breakfast Meeting, AIL Research Committee—LCATA Relations

9:30 a.m. Convention Session, Grand Ballroom, Conrad Hilton Hotel. Presiding, George H. Isaacson, general manager, AIL

Film, "The American Look"—Chevrolet Motor Division, General Motors Corporation, Detroit, Michigan

"The State of Our Nation"—Congressman Noah M. Mason, 15th Illinois District, Washington, D. C.

"Public Relations in Action"—National PR Committee

10:30 a.m. Ladies' "brunch" and style show, Waldorf and Astoria Rooms, Conrad Hilton Hotel. Maggie Daly, fashion commentator

12:00 noon to 6:00 p.m. Exhibit open, Donovan Hall, International Amphitheatre

12:15 p.m. Wage-Hour Membership Luncheon, Williford Room, Conrad Hilton Hotel. Presiding, Fred W. McBrien, chairman, AIL National Legislative Committee

"The Wage-Hour Situation Today" Harold K. Howe, manager, AIL Washington office

U. S. Congressman Noah M. Mason

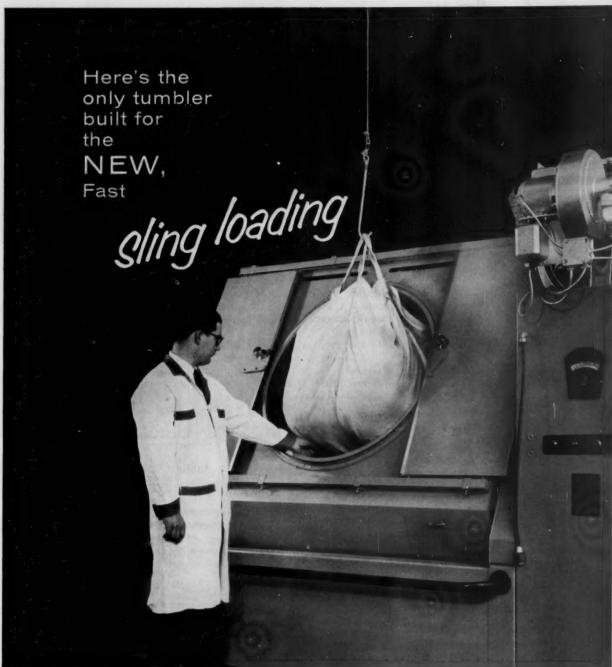
4:30 p.m. Business meeting and reception, AIL Alumni Club 5:00 p.m. Reception and Reunion—



THE KEEVER STARCH CO. COLUMBUS 15, OHIO

booklet.

EFVER



# the advanced design 1000 tumbler

Here's an important step toward automating your laundry and at the same time getting rid of much of the aisle clutter caused by carts, conveyors, dollies, etc. The trick is to switch to Smith-Grantham 1000 tumblers, and overhead sling loading. These units are the only tumblers available that tilt 'way back a full 28° so that slings dump easily into the large

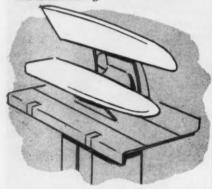
door opening. It's a fast, fingertip-controlled job... no sweat, no strain, no chance for half the load to wind up on the floor as with straight up-and-down tumblers. Specify 28° back-tilt on your next tumbler — its a bonus added to all the other features that make the Smith-Grantham outstanding! The T. L. Smith Company Laundry Division / Milwaukee 1, Wis.





"We save time and do a better job when each buck has a perfect fitting press cover", says a plant superintendent.

It's a money-saving fact . . . "dress" your presses with covers that are "tailored-to-fit" and you will always produce quality pressing and fabric finishing.



# STAD-SPUN and STAD-TEX PRESS COVERS are "Tailored-to-Fit"

**STAD-SPUN** covers — used on all presses, especially wearing apparel and shirt presses where a non-slip, non-stick cover is needed. Treated to assure longer wearing qualities.

**STAD-TEX** filament nylon covers—especially developed for sleeve, yoke and backer presses. Special weave for slickness without slippage. Heat and abrasion resistant.

Call your distributor—he will help you with your press maintenance problems. Or write for a "Glossary" that defines the various types and uses of STAD-SPUN and STAD-TEX Press Covers.



#### STADHAM

COMPANY, INC.

1825-31 N. 20th ST. PHILADELPHIA 21, PA.

Continued from page 66

Ohio Mechanics Institute Power Laundry Cooperative Course Alumni Association

7:00 p.m. 77th Annual Convention Banquet, Floor Show and Dance, Grand Ballroom, Conrad Hilton Hotel

#### SUNDAY, FEBRUARY 28

10:00 a.m. Convention Session, Grand Ballroom, Conrad Hilton Hotel. Presiding, Arthur E. Gelnaw, director, District 11, AIL

"Coin Store Operations" — Thomas Schultz, Monarch Launderers & Cleaners, South Bend, Indiana

"Plant Layout for a Coin-Op"—Daniel Christenson, Production-Engineering Department, AIL

"Nice-Looking Stores Speak for Themselves" — W. A. Bauserman, Chamberlin Laundry, Inc., Phoebus, Virginia

"Drive-Up Store Operations" — Paul Branch, Domestic Laundry, Kankakee, Illinois

"Training Store Girls"—Jack W. Chin, Chin Laundry & Cleaners, Mobile, Alabama

"Package Plant Operations" — Sol Krevlin, Darien Laundry, Inc., Darien, Connecticut

10:00 a.m. to 5:00 p.m. Exhibit open, Donovan Hall, International Amphitheatre

#### PROGRAM 20th Annual

Conference National
Association of
Institutional Laundry Managers
—Hotel Sherman, Chicago,
Illinois—February 24-27

#### WEDNESDAY, FEBRUARY 24

7:30 p.m.-10:30 p.m. Get Acquainted, Skyline Terrace, 18th Floor Speaker, John James, associate director, Michael Reese Hospital, Chicago Entertainment

#### THURSDAY, FEBRUARY 25

9:30 a.m. Official opening of convention session

"Where Do We Go From Here"—Hy Schwartz, associate publisher, *Institu*tional Laundry

"The Combination Washer Extractor: Novelty or Necessity"—Jack Kerwin, sales manager, McAvay Sales & Service Co., Inc., Brooklyn, N. Y.

"Flatwork Production" — American Laundry Machinery Co.

Film, "A Visit to General Linen"
"Costs—What They Mean to Me"—
Robert C. Archer, manager, Department of Accounting, AIL

### ZEIDLER

# for modern laundry profits

- \*Stripping and Guide Device eliminates tapes and strings.
- \*Steel Spring Cushions for Chest-type Ironer Rolls.
- \*Feed Ribbon "Sur-Drive" Kit.
- \*Doffer Rolls.
- \*Spring "Perma-Pad" for Drycleaning Presses and "Enduro" Pads for Laundry Presses.

#### ZEIDLER

MANUFACTURING COMPANY, INC. 633 Concord Ave. MAMARONECK, N. Y.

"Linen Control"—G. A. Weidemier, staff representative, American Hospital Association, Council on Administrative Practice

#### FRIDAY, FEBRUARY 26

9:30 a.m. Convention session

"The New Role of the *Professional* Institutional Laundry Manager"—Al M. Henning, sales director, Resillo Press Pad Co., Chicago

"Presswork Production"—Julius Krasner, director of laundry service, Barnes Hospital, St. Louis, Mo.

"Personnel Relations in Institutions"— Robert Markowitz, assistant director, Mount Sinai Hospital, Chicago

"The How of Recruitment and Training"—U. S. Department of Labor

"Linen Repair"—Frank L. Muddle, assistant director, Cleveland Clinic Hospital; James Mahoney, director of laundry, Massachusetts General Hospital; Paul Wolf, laundry manager, Cedars of Lebanon Hospital, Los Angeles

#### SATURDAY, FEBRUARY 27

9:30 a.m. Annual NAILM business meeting

7:00 p.m. Annual NAILM banquet and entertainment

# Here at last! The Amazing New AJAX DOUBLE-BUCK CABINET BOSOM BODY PRESS...

Outproducing Any 1-2 or 3 Girl Shirt Finishing

Unit Ever Built

So New, so Revolutionary

it makes all other shirt finishing methods old-fashioned!

- The exclusive AJAX Expanding Buck fits every shirt, consistently insuring the finest shirt quality, anywhere.
- Flexible and Versatile, it can be used as a 1, 2, or 3 girl unit, to handle volume variations.
- Compact, 10' x 10', it requires little more valuable work area than one girl units.
- Interchangeable shirt bucks, an exclusive AJAX feature, handles boys', ladies', and military shirts.
- Ajax Double-Buck turns out more shirts than any 1, 2, or 3 girl unit ever built.

your profits beyond the capabilities of conventional units. Put AJAX to work for you. Contact your AJAX representative, or write directly to AJAX, Box 449, Salt Lake City, Utah.

Since 1929

#### **AJAX PRESSES**

"A PRESS FOR EVERY PURPOSE"

619 S. 5th W.-Salt Lake City, Utah







2 Presses in 1 . . . high velocity heads . . . Presses collar while cuffs are being laid.



#### CABINET SLEEVE PRESS

Finishes both sleeves automatically. Features AJAX exclusive "MAGIC EYE" Seam Indicator for varying sleeve lengths.



#### FOLDING TABLE

Provides simple, fast operation. Full or semi-automatic models, with stand - up or lay - down collar blocks.





New RopeHold closes nets securely, eliminates time-consuming pinning and damage caused by pins.

HARCO Laundry Nets with RopeHold require no pins. Time-wasting pinning and costly tearing are eliminated.

RopeHold tightly closes the net with one movement of the hand and keeps it closed. A combination of stainless steel spring pressure and a new mechanical design insures that Rope-

Hold cannot release during washer agitation.

RopeHold is molded entirely from nylon (not plastic) and has been designed specifically to withstand all laundry conditions of moisture, chemicals, heat, and pressure. Extractors which normally twist pins out of shape have no effect on RopeHold, It is used as a closure on the most modern extractor slings.

HARCO Nets with RopeHold are available in all standard materials, weights, and sizes at costs no more than you pay for quality nets plus pins

#### THE HARTFORD COMPANY

22 THOMAS STREET EAST HARTFORD, CONNECTICUT Builer 9-5958

#### FLATWORK FOLDERS

Continued from page 29

# What other factors should be considered in installing folder equipment?

• No matter what folder you use, the opportunity for inspection after ironing is limited. This is particularly true on large-piece folders and small-piece folders that are hooked up in tandem. This means that many spots, stains, tears and rips will get through, unless you provide for inspection on the feed end of the ironer.

In the case of small-piece folders which are fed manually, the operator has more of an opportunity to inspect as she feeds the folder. But even here, inspection is not as effective as in hand folding. The item may get along too far into the machine to be rejected before the operator realizes there is a defect.

• Another point to bear in mind is that folding machines have some fairly delicate parts and require fairly delicate adjustments. There must be someone available to make the necessary adjustments as the necessity occurs. In other words, maintenance is a factor to be considered.

### Is poor feeding a major cause of "jamming"?

No. As a matter of fact, poor feeding is probably the least offender. Rolling is one cause of this problem, as are damp work and improper maintenance.

### Do folders do anything but fold?

Almost all are equipped with counting devices. The small-piece folders also stack the work.

### Is the trend to the use of folders growing?

Yes. The higher wage rates go, the more favorable are the prospects for all sorts of mechanization—and that includes the use of folders. We are at the point now where the wage rate would justify their application almost anywhere.

There's no doubt in my mind that we will have more folders. And they'll be more automatic and do a more complete job. Take the large-piece folder, for example. The ones that are common now only fold the piece lengthwise. I'm sure we'll have folders that will also cross-fold in the not too distant future. And this is but one example of the many improvements that will be made to reduce production costs.

#### COIN-OP DRYCLEANING

Continued from page 25

experimental work, including major appliance companies.

In spite of the secrecy that shrouds developments, and the problems observed in our checks, there is little question that perfected units will soon be available. The plan seems to be to sell these to coin-operated laundries.

This report is not intended to belittle the worth of these machines. Quite the contrary. It is meant to post the industry on another new development that should have a tremendous potential.

Information received indicates that the manufacturers plan to sell these to the professional plantowners; that is, if they show interest. It's the reverse of the beginnings of coin-operated laundries which had their big impetus from investors outside the industry.

When these machines are perfected—and they surely will be—it behooves laundrymen to consider them from the outset. Industry leaders feel that this will not hurt present drycleaning volume; rather it will supplement it. Items that now hang in the closets of the customers, that never come to the professional plant, will supply the volume. This includes work clothes, old garments too far gone for a higher priced job, and children's wear.

The coming convention will bring a lot more information on this development to light. We will listen and watch closely at the show and bring you a further progress report.

ON ALL MAIL
USE YOUR
POSTAL ZONE
NUMBER

# EXCLUSIVE!

### "KAL" PRODUCTS PREPARED FOR COIN-OPERATED AUTOMATIC LAUNDRIES ONLY

Oldest Firm Serving Industry
Exclusively to Continue Policy

of Quality and Service

New York: —The first and oldest producer of pre-measured laundering aids exclusively for the coin-operated automatic laundries has reaffirmed its traditional policy of quality and service to the trade and the consumer. Kaleen Chemical Corp., of New York, manufacturers of the famous "KAL" line, has announced that it will not package its product for direct consumer purchase in chain stores and supermarkets throughout the nation.

Commenting on the announcement, "KAL" president Louis S. Twersky, observed that "we do not want to undermine the profit potential that our products have for the coin-op owner. We will continue to produce a quality product that will assure satisfied repeat customers for the coin-op. We will continue to package it the best way we know how—in no-leak, heat sealed, moisture-proof envelopes that eliminate damage to venders and guarantee the freshness of their contents."

#### No Increase in Sale Price

At the same time, Mr. Twersky revealed that "KAL" will continue to be marketed at 5 cents per package. "That's what the customer wants and that's what we'll give her. And the coin-op operater will still make a handsome profit."

### President Honored

"We have been honored," Mr. Twersky said, "by the satisfied patronage of thousands of coin-operated laundries throughout the United States over many years—and we hope to continue to merit their loyalty. We certainly will do everything in our power to deserve it."



"KAL" laundering aids include (from left to right) KAL Condensed Detergent, KAL Concentrated Chlorine Bleach, KAL Concentrated Ammonia Powder and KAL Concentrated Powdered Bluing. Each premeasured envelope sells for only 5 cents.

### **NEW 1960 KAL-VEND**



At a recent ceremony in New York, Kaleen Chemical Corp. introduced its new 1960 "KAL-VEND" automatic dispenser for KAL laundering aids. The result of constant technological advances, the 1960 "KAL-VEND" is a truly trouble-free machine that is easy to operate, both for the coin-operater manager and the customer. The 6 column, shelf-type mechanism holds 168 packages for less frequent refills.

### KALEEN TO EXHIBIT

Chicago: —It was announced here today that Kaleen Chemical Corp. will participate in the AIL 1960 Exhibit to be held at the International Amphitheatre in Chicago, Feb. 24-28, 1960. Kaleen will be in Booth 497 and all who attend are invited to drop in and look

### KALEEN CHEMICAL CORP.

241 CHURCH STREET NEW YORK 13, N. Y.

AIL 1960 EXHIBIT · CHICAGO · BOOTH 497

### ALLIED trade NEWS



ROBERT W. ALLEN



JAMES F. KURTZ



KENNETH E. FULTON



DWIGHT STANFIELD

The Keever Starch Company sales organization has been consolidated with that of the Beach Soap Company. James F. Kurtz, president of National Industrial Products Company, the parent organization, said that acquisition of Beach common stock will make possible expanded and improved service to commercial, institutional and industrial laundries by making all Keever and Beach products available through the Keever-Beach division of The Keever Starch Company, Columbus 15, Ohio.

Robert W. Allen, vice-president of Keever, will be in charge of the integrated sales group. Kenneth E. Fulton, president of Beach, will join the Keever organization in an executive capacity. He will continue in charge of Beach

Soap Company operations at Lawrence, Mass.

L\*A Water Softener, Inc., Glendale, Calif., and Water Conditioning, Inc., San Gabriel, Calif., have merged. The new corporation will be known as L\*A Water Conditioning, Inc., and will be located at 1007 Airway, Glendale, Calif. N. A. Wynhausen will be president and general manager, S. C. Solomon vice-president, Charles Fisk treasurer, Eugene Schmidt secretary, and Paul Wynhausen chairman of the board.





RICHARD L. SILVA

William J. Burke has been appointed to the metropolitan New York territory of Cowles Chemical Company, Cleveland, Ohio. His headquarters will be in Yonkers.

Dwight Stanfield has been named to the new post of commercial laundry sales assistant at the Maytag Company. Operating out of the appliance company's Newton, Iowa,

headquarters, he will serve its 27 independent distributors

located throughout the United States and Canada.

Richard L. Silva has been appointed to the east Texas territory of Cowles Chemical Co. Mr. Silva, a former laundry operator, will make his headquarters in Houston.

Challenge Manufacturing Company, Los Angeles, Calif., and Bryan, Ohio, has combined with Cook Bros. Equipment Company, Los Angeles and Oakland, Calif. The new corporate group will be known as Challenge-Cook Bros. J. Ross Castendyck was named board chairman of the new group which will have its offices at 3334 San Fernando Rd., Los Angeles. Howard F. Cook will serve as associate chairman. Joseph E. Hall, former executive vice-president of Cook Bros., was named president of the new company.

John W. Walter, Inc., 230 W. 230th St., New York, N. Y., has been franchised as distributor of Maytag coin-operated commercial laundry appliances in metropolitan New York and Long Island. The company is headed by John W. Walter, president.

Continued on page 74



H. J. Nave (left), executive vice-president of the White Truck Division, White Motor Company, and Harry D. Weller, Jr., vice-president—sales, watch one of the new White PDQ (Pickup and Deliver Quickly) trucks burst through a map of the United States. White will soon introduce a wide dealer expansion program for marketing the new line of multi-stop trucks.

### WHITEHOUSE BLASTS OFF WITH

# NEW NET NEWS

### Here's the biggest and best net news in years!

Whitehouse announces two re-designed nets featuring important modifications and improvements.

### Improved ROK-RIB actually costs less

The famous ROK-RIB is now better than ever! This all-woven 2 x 6 rib construction masterpiece has long been noted for its exceptional wearing qualities. Now new ROK-RIB offers you an even better balance in its design. It's available in a complete range of sizes and colors in woven stripes; full lock-stitched seams mean trouble-free performance for you. AND—last but not least—new ROK-RIB actually costs less than its famous namesake!

#### New DIAMOND net 15% heavier

Final item on the Whitehouse net "Hit Parade" is the new medium-weight, all-knit DIAMOND. It's 15% heavier than the popular DIAMOND product introduced five years ago BUT its price is actually lower. The new DIAMOND has a smaller hole size than before; it's all 260 denier construction, comes in a full range of sizes and solid colors.

### Which net can save YOU the most?

The new Whitehouse net line is designed to set new standards for the laundry industry—to make possible savings and efficiency never before possible with the older nets. So take your choice, but remember this—there are real savings for you built into the design of these new nets. See which one can save you the most.

### WHITEHOUSE NYLON PRODUCTS, INC.

360 Furman Street, Brooklyn 1, N.Y.

IP THROUGH CONSTANT RESEARCH"

Continued from page 72



Wyandotte Chemicals Corporation, J. B. Ford Division, Los Angeles district has won the company award for the largest dollar sales increase in laundry and textile products. Above: Accepting the award from laundry and textile department manager W. B. Appleby is W. C. Van Keuren (left), Los Angeles sales manager.

Wyandotte's Chicago district won the company award for outstanding performance in 1959. District sales manager Charles Martin (right photo) receives award from Ford Ballantyne (right), general manager of the J. B. Ford Division and a Wyandotte vice-president and director.

Hercules Powder Company has promoted four men in its sales division.

E. S. Massey, former district manager in Detroit, is the new supervisor, industry service, in the marketing services group in the home office. G. E. Osborn was also named supervisor of the same group, dividing with Mr. Massey the responsibility for promotion and service of products in major industries served by the Synthetics Department.

W. L. Kitchel, New York district technical representative, is the new district manager in Detroit. C. L. P. Vaughan has been transferred to the New York district as senior technical representative.

Thomas J. Shaw, formerly connected with the Philadelphia sales office of Pennsalt Chemicals Corporation's Laundry and Dry Cleaning Department, has been assigned to new headquarters in Columbus, Ohio. Matthew A. Mc-Kinney, formerly assigned to northern New Jersey, has been transferred to Philadelphia to cover the eastern Pennsylvania territory vacated by Mr. Shaw. G. Robert Sturgis succeeds him in the New Jersey territory.





MATTHEW A. McKINNEY





G. ROBERT STURGIS



JAMES H. BEAUMONT



Leyland Motors (U. S. A.), Inc., a subsidiary of Jaguar Cars Inc., has been formed to market in the United States commercial vehicles manufactured by Leyland Motors Ltd. of Leyland, England. Known as the Leyland Group, Leyland Motors Ltd. includes Albion Motors Ltd. and Scammell Lorries Ltd. North American headquarters will be at 32 E. 57th St., New York, N. Y., and a parts stockroom will be maintained at Long Island City, N. Y.



The American Laundry Machinery Company has awarded five grand prizes in its thirty-first annual suggestion contest. Shown receiving their awards from Harry W. Knox, factory manager, are, left to right: Louis Haubner, Elmer Wlach, Joseph Roling, Mr. Knox, Quentin Wisby and Harry Appel.

James H. Beaumont has been promoted to assistant manager of the A. E. Staley Manufacturing Co., Corn Division. Mr. Beaumont had been public relations director since 1955. John N. De Boice becomes public relations director.

Continued on page 76



# Diamond Orthosilicate keeps new business rolling in



Let's face it. The best way to sell your heavy-soil service is to return those bundles of towels, overalls or mops—cleaner than your customers ever expected to see them again!

DIAMOND ORTHOSILICATE, made by our exclusive process, helps you do exactly that. We recommend it for heavy soil in high bicarbonate areas. ORTHOSILICATE dissolves in seconds after it hits the water. Slower dissolving orthosilicates waste part of each scoopful down the drain.

Moneysaving fact: smaller amounts of ORTHOSILICATE and soap produce the effective pH and abundant suds you need for pick-and-shovel jobs. Morale-building fact: ORTHOSILICATE is dustless, easy-to-handle. Ask your DIAMOND distributor today for a free test. No obligation. DIAMOND ALKALI COMPANY, 300 Union Commerce Bldg., Cleveland 14, O.

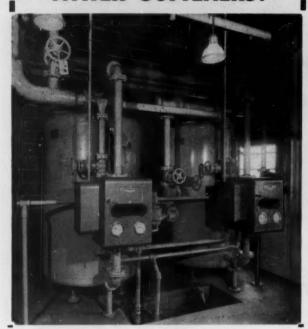
ASK YOUR DISTRIBUTOR FOR
DIAMOND ORTHOSILICATE . . . PRODUCED
IN DALLAS, TEXAS



VISIT BOOTHS 292, 293
A.I.L. CONVENTION

### MORE THAN 4,000 LAUNDRIES\*

### INVERSAND ZEOLITE WATER SOFTENERS!



### Here's Why

- Over 200 sizes—one for every flow and capacity
- Manual or automatic operation
- Single or multiple units
- Your selection of six different zeolites
- Unequalled field service
- Prices and terms to suit most budgets
- \* Suitable for both commercial and institutional laundries. Send for Bulletins giving full details—or ask to have Representative call without obligation. Specialists for 50 years in the economical over-hauling, rebuilding, and modernizing of all makes of water softeners.



### Continued from page 74



Pennsult Chemicals Corporation, Philadelphia, Pa., will build a \$6 million technical center at King of Prussia Park. Plans call for a campus-type arrangement as shown in the sketch. The first building will be a two-story laboratory.

Edward T. Keating, veteran sales executive for the Huron Milling Division of Hercules Powder Company, Wilmington, Del., has retired. Mr. Keating had been associated with Huron since 1924, for many years as head of its Eastern sales territory.

Wyandotte Chemicals Corporation, Wyandotte, Mich., has announced completion of its Atlanta, Ga., plant expansion. Wyandotte products for commercial laundries will be made in the Atlanta plant.

Pantex Manufacturing Corporation has acquired manufacturing facilities in Winschoten, northern Holland, to meet the demands of the expanding European market. In England, a licensee of Pantex, James Armstrong & Co., Ltd., of London, is also expanding to meet the demands of the Outer Seven countries. Pantex has also established an affiliate with headquarters in Geneva, Switzerland, to coordinate all expansion activities of its interests overseas.



CHARLES H. KRUEGER



HOWELL M. STILLMAN

Charles H. (Jack) Krueger has been appointed by Thompson-Hayward Chemical Co. as manager of its Laundry and Dry Cleaning Division in Minneapolis, Minn. He was previously sales representative in southern and western Iowa.

Howell M. Stillman has been elected treasurer of the Beach Soap Company, Lawrence, Mass. Mr. Stillman has been a director of the company since 1943. He was previously president of the Bay State Merchants National Bank.

### NEW PRODUCTS—Continued from page 10

#### BULK DETERGENT VENDOR

Electrically operated bulk detergent bleach vendor for coin-ops can be adjusted to suit washer size and local water conditions. Dispenses from 1 to 8 ounces of Colgate Low Foam Detergent for each coin.

Solupak Company, 5727 W. 36th St., Minneapolis 17, Minn.

#### UNIMAC LAYOUT KIT

A new layout kit is available for the efficient planning of Unimac Coin Laundries. The kit contains a floor plan and scale-model templates of all equipment necessary for coinops, also for commercial, industrial or institutional laundries.

Unimac Company, 802 Miami Circle, N. E., Atlanta 5, Ga.

#### ERIE CATALOG

Erie City Iron Works de- catalog, SB-57R. scribes two types of its twodrum water tube factory-assem- Pa.



bled boilers in its new 20-page

Erie City Iron Works, Erie,

### NEWS ABOUT PEOPLE

### SOUTH

City Laundry and Cleaners, Inc., Burlington, N. C., has purchased DeLuxe Cleaners and Washateria, 224 W. Harden St., Graham.

Mrs. Billie Bowie is the general manager of a new laundry opened recently in Augusta, Ark.

Modern Laundry & Cleaners, W. Frederick, Gaffney, S. C., has added a storage vault.

Snow's Laundry and Dry Cleaning Co. of Athens, Ga., was granted a charter on a petition by Hugo L. Maddox, William A. Snow, Jr., Alfred Gardner and George Stelljes. The firm will maintain principal offices in Macon.

C. C. Teague, owner of the 30-year-old Raleigh (N.C.) Laundry at Cabarrus and Dawson Sts., has announced the sale of the firm's trucks and routes to Hayes Barton Laundry and Dry Cleaning Co. at Five Points. Mr. Teague's drycleaning establishment on Glenwood Ave. has also been purchased by Hayes Barton.

Hill City Laundry, 1344 Main St., Lynchburg, Va., has added a storage vault.

### WEST

Mr. and Mrs. Kenneth Pollard have purchased Bourland Laundry, Lone Wolf, Okla., from Mr. and Mrs. Roy Bour-

Henry Estep, owner and operator of G & W Laundry, S. Main St., Grandfield, Okla., has announced the addition of coin-operated equipment.

Domestic Laundry and Cleaners, Pacific Palisades, Calif., has been remodeled and expanded to feature drivein service. The business is owned by Jack Moran and



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# YOU WILL PROFIT By A Return To The Old Established Values....

The years have proven that there is no substitute for good old-fashioned quality, service and reliability. That's why we offer:

- Products specifically compounded or designed to meet the particular needs of the Laundry and Dry Cleaning Industry.
- 2. Uniform high quality developed through scientific research and practical experience.
- A "Money-Back" Guarantee on every item your assurance of complete satisfaction in every way.

Good reasons for the steadily increasing demand for Enduro Products!

### QUICK · WAY press head cleaner

KEEPS PRESS HEADS SHINING CLEAN AND SMOOTHLY LUBRICATED

Costs Only Two Cents Per Press Application!

- BETTER PRODUCTION
   End delays and costly press
   shutdowns for cleaning
- IMPROVED FINISHING
   Eliminate build-up of starch
   and grime on press heads.
- REDUCED COSTS
   Can be used on hot or cold heads. Less shut-down time.
- PREVENTS STAINING OF METAL



JUST ONE OF THE



FREE! Send for your Catalogue of time, trouble and money savers — Today!

\* AURORA MANUFACTURING CORP. \* 74 Wythe Ave. • Brooklyn 11, N. Y.

operated by Clara Turcotte and Charlotte Bayer.

Bradshaw Laundry on S. Broadway, Tipton, Okla., is now being operated by Mr. and Mrs. R. P. Mills.

Robert White, who with Mrs. White operated Whiteway Laun-Dry Cleaners, Silver City, N. M., for 14 years, has announced that American Laundry is taking over the firm.

Mr. and Mrs. L. Warmack will open a new laundry in the Jack Osborn Bldg., Picher, Okla.

Heard's Laundry, Rush Springs, Okla., was completely destroyed by fire recently.

Mr. and Mrs. Glen Ketner have established a laundry at 408 S. Fifth, Purcell, Okla., in the location formerly occupied by the J&K Laundry.

Home Laundry, Fairfax, Okla., has installed more new equipment, according to B. C. Wise, owner. Dennis Canerot, owner of San Carlos (Calif.) French Laundry, 628 San Carlos Ave., was injured recently when gas in a boiler he was lighting exploded.

### NORTH

Staples (Minn.) Laundry, owned by Lloyd Bergh and W. E. Fezler, held its grand opening recently.

American Laundry & Dry Cleaning Co., 150 Lafayette St., Valparaiso, Ind., has added a storage vault.

Eugene Ferden has purchased the Podendorf Bldg., Manly, Iowa, for the establishment of a laundry.

Edmund Tijon, Patrick Kelly and Harry Hoyt, representing the Hanson Laundry and Dry Cleaners, 3505 N. Southport, Chicago, Ill., were honored by the Chicago Laundry Owners Association recently for their achievement in conduct and sales.

Star Laundry and Dry Cleaners, Hillsdale, Mich., held a grand opening recently after extensive remodeling. The firm was founded 57 years ago by W. C. Lovejoy. His sons, Guy and Owen, operated the plant until the death of Owen. The present owners are Guy, Gerald, Duane, Robert and Mrs. Owen Lovejoy.

Mr. and Mrs. Thompson recently opened a laundry in Westbrook, Minn.

Better Laundry & Dry Cleaners, Lebanon, Ohio, has been purchased by R. Alvin Dempsey and Eldon D. Shutts. Mr. Dempsey had been manager for the past 14 years, and Mr. Shutts had been with the concern for 10 years.

Beardstown Laundry & Cleaners, 201 E. Second St., Beardstown, Ill., has added a storage vault.

Mr. and Mrs. Harold A. Oldag have announced plans to open a laundry in a newly remodeled building on Gilman St., Sheffield, Iowa.

Queens-Way Laundry has been established at 213 Melby St., Westby, Wis.

Russell Olsen and Paul Hotvedt are the co-owners of Warren (Minn.) Laundry, which held its grand opening recently.

Mr. and Mrs. Charles Lindhorst have announced plans to establish a laundry in a newly remodeled building in New Sharon, Iowa.

### NORTHWEST

H. Charles Detloff has been issued a business license for operation of a laundry at 8221 N. Denver Ave., Portland, Ore.

Overall Laundry Co., 6800 S. W. MacAdam Ave., Portland, Ore., has constructed a two-story addition to its present facilities.

Mr. and Mrs. Kenneth Wall are the managers of the new laundry which held its grand opening celebration recently in Meridian, Idaho. The firm is owned by Lawrence Hawley.

New Model Laundry, Bainbridge Island, Wash., has been purchased by Mr. and Mrs. Howard N. Hales from New Model Laundry and Dry Cleaning, Inc., Seattle.

Gold Star Laundry has been moved from 4290 Franklin Blvd. to 304 Blair Blvd., Glenwood, Ore.

Marian and A. M. Rossman, Jr., have been issued a business license for operation of a laundry at 7100 N. E. Glisan St., Portland, Ore.

Seaside (Ore.) Laundry-Cleaners and Seaside Cleaners will combine their facilities, it was announced by William Fague, owner of Seaside Cleaners, and Alvin Lemma, general manager of Seaside Laundry-Cleaners. Seaside Cleaners will be moved to the Seaside Laundry-Cleaners location, and modern equipment will be added. Mr. Fague will be in charge of production and service.

Mr. and Mrs. William E. Clancy have opened a laundry at 500 N. E. 28th, Portland, Ore.

Mr. and Mrs. Frank Merrion have announced plans to establish a laundry at 1013 12th St., Hood River, Ore.

### EAST

The Louis Levines of Snow White Laundry, Middletown, Conn., have opened a new drive-in package plant, complete with coin-op facilities, in nearby Hamden, under the name Finest.

William F. McDonough, Jr., president and general manager of Standard Coat, Apron and Towel Supply Co., Inc., Lawrence, Mass., has announced the promotion of Leo Applebee and William Riker, both with Standard since 1947, to the position of service manager and sales manager, respectively.

Anna Tynan last month completed 50 years service in the laundry department of the Plaza Hotel, New York, N. Y. Mrs. Tynan began her career washing lace curtains and is now laundry manager.

Abraham D. Hirsch, president of Standard Laundry Co., Jersey City, N. J., was named to an unsalaried post as a member of the City Sinking Fund Commission.

Allen Laundry of Allentown, Pa., has opened a new drive-in at Tilghman St. and Cedar Crest Blvd., to be managed by C. Robert Broderick.

Mrs. Anthony J. Penachio, proprietor with her husband of Springdale (Conn.) Laundry, 1000 Hope St., received the annual prize awarded by the Springdale Lions Club for the best decorated Christmas window in the Springdale business center.

Beach Haven (N. J.) Laundry, Bay Ave. and Marine, has installed drycleaning equipment.

Joe, Pat and Anthony Orzano, brothers who operate Oceanside (N. Y.) Launderers-Dry Cleaners, have announced plans to open a branch at 278 E. Park Ave., Long Beach.

### CANADA

Sunnyside Laundry and Cleaners has been opened in Bedford, N. S., by A. J. Hustins.

Dutch Laundry and Dry Cleaners, London, Ont., has been issued a building permit for an addition to its plant at 4 Dundas St. B. P. Cramer is the owner.

## TWICE AS FAST!

### NEW BOCK RED BALL EXTRACTORS WILL

# **DOUBLE** YOUR DRYING VOLUME AND PROFITS!

All the best features of the famous dependable Bock 24 BC Model have been incorporated into the new 15 lb. Automatic Coin-Operated Red Ball Extractor.

Drying time is cut in half! A three minute cycle and clothes are damp dry ready for ironing or transfering to the dryer.

You double your profit potential and you eliminate frequent traffic tie-ups at the dryers.

We are ready to prove you can make more money with Bock Extractors added to your present store or included in new store plans.

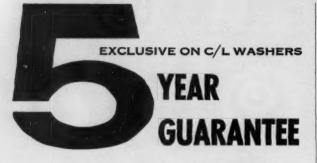
Write today for complete information and name of nearest Bock equipment dealer.







BOCK LAUNDRY MACHINE CO. . 3600 Summit St. . Toledo, Ohio



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### C/L Sealomatic **Trunnion Seal**

One of 6 exclusive C/L features, each patented or patent pending, and each guaranteed for 5 years! At the critical spots where ordinary washers customarily break down, C/L guarantees 5 trouble-free years!

WRITE, WIRE OR PHONE FOR FULL C/L STORY

**CUMMINGS - LANDAU** Laundry Machinery Co., Inc.

305-317 Ten Eyck St. Brooklyn 6, N. Y.

HYacinth 7-1616



### **OBITUARIES**

MICHAEL J. ALBRIGHT, 71, former owner of Star Laundry, Utica, New York, died recently following a long illness. Mr. Albright had also operated laundries in Lake Placid, New York, and in Daytona Beach, Florida. He is survived by his wife.

J. L. Brown, 80, former owner of Better Laundry & Dry Cleaners, Lebanon, Ohio, died on January 4. He was a charter member of the Elks Lodge and Rotary Club, and had served as a trustee of public affairs in Lebanon. Surviving is a sister.

NORMAN C. ELLINGSWORTH, 47, operator of Norman's Laundry and Dry Chaning Company, Trenton, New Jersey, died recently. Mr. Ellingsworth is survived by his wife and daughter.

ROBERT B. LICHT, 84, former owner of Imperial Steam Laundry, Lebanon, Pennsyl-

vania, died recently. Mr. Light operated the laundry for about twenty years. He was later engaged in the drycleaning business and retired about 1945. He was a member of Mt. Lebanon Lodge 226, F&AM; Knights Templar. Surviving are two sons and three daughters.

ANTHONY F. SCHNEIDER, 54, owner of Colonial Laundry. Cleveland, Ohio, died recently. A native of Cleveland, Mr. Schneider founded the laundry twenty years ago. He is survived by his wife and two

LEE ROY SUTTON, 67, president of White Swan Laundry & Dry Cleaning Co., Mobile, Alabama, died recently after a long illness, Mr. Sutton was in the laundry business with his father, the late Lee E. Sutton, and assumed presidency of White Swan after his father's death. Surviving are his wife and daughter.



### convention CALENDAR

National Institute of Drycleaning Palmer House, Chicago, Illinois, February 22-24

American Institute of Laundering

Conrad Hilton Hotel and International Amphitheatre, Chicago, Illinois, February 24-28. With exhibit

National Association of Institutional Laundry Managers Hotel Sherman, Chicago, Illinois, February 25-27

**New England Linen Supply Association** Hotel Somerset, Boston, Massachusetts, March 4-5

Connecticut Launderers & Cleaners Association, Inc. Wallingford, Connecticut, March 19

Massachusetts Laundryowners' Association Statler Hotel, Boston, Massachusetts, April 1-2

Diaper Service Institute of America

Roosevelt Hotel, New Orleans, Louisiana, April 5-8. With exhibit

**Linen Supply Association of America** 

Ambassador Hotel, Los Angeles, California, April 26-29

Ohio Laundryowners' Association

Hotel Sheraton-Cleveland, Cleveland, Ohio, April 27-29

Continued on page 81

Continued from page 80

Southern Distributors Council Chisca Hotel, Memphis, Tennessee, April 30-May 1

> Maryland, District of Columbia and Virginia Laundryowners Association

Chamberlin Hotel, Old Point Comfort, Virginia, May 1-3

Idaho Launderers and Cleaners Association Bannock Hotel, Pocatello, Idaho, May 5-7

Illinois Laundry Association Wagon Wheel Lodge, Rockton, Illinois, May 6-8

Oregon State Laundry Owners' Association Eugene Hotel, Eugene, Oregon, May 12-14

Pacific Northwest Launderers and Drycleaners Association Winthrop Hotel, Tacoma, Washington, May 19-21

California Laundry and Linen Supply Association Hotel del Coronado, Coronado Beach, California, June 1-4

North Carolina Association of Launderers and Cleaners Sir Walter Raleigh Hotel, Raleigh, North Carolina, June 8-9

West Virginia Launderers and Dry Cleaners Association Daniel Boone Hotel, Charleston, West Virginia, June 17-18

Southeastern Linen Supply Association Grove Park Inn, Asheville, North Carolina, June 19-22

Florida Institute of Laundering and Cleaning Fontainebleau Hotel, Miami Beach, Florida, June 24-26



**NET PINS** MARKING PINS **BLANKET PINS** SAFETY PINS STRAIGHT PINS

- · Coiled or Coil-less
- Brass, Stainless, Brass Finish
- "Brass-Stainless" Combination
- Sizes 11/2-inch to 51/2-inch
- Sharp or Slenderized Ball Point
- Plain, Numbers, Letters, Special

PIN CARRIERS — Brass or Canvas COLOR-CODED FLAG MARKERS PIN SET TRANSPORTS PIN STRAIGHTENERS

Ask Your Jobber or Write For Catalog



110 14th Street



### keeps them smiling-and coming back for more!

Your customers may not know why you turn out a better job, but one of the big answers is Jomac 54. On your body presses and collar-and-cuff machines, its long-wearing loop-pile fabric gives free passage to steam and hot air. That, plus its scorch resistance, absorbency and resilience, means an outstanding job-one to bring customers back time after time.

Users report that Jomac 54 cuts downtime 75% . . . reduces press padding costs from 25 to 40%. There are no broken buttons, no crow's-feet, no wrinkles. No wonder smart laundry operators swear by it! Get Jomac 54 Press Padding from your nearest laundry distributor. Write for his name and address. Jomac, Inc., Dept. I, Philadelphia 38, Pa.

24-K Press Padding and Jomac 33 also available





NO CROW'S-FEET NO WRINKLES

PRESS PADDING

### classified department

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions.

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4t a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or a Capitals or bold face type-double these rates.

Ads including full payment must be in our hands by the first of the month. Payment must accompany all orders. Add cost of 5 words if answers are to come to a box number

IOURNAL, 466 Lexington Ave., New York 17, N. Y.

#### FOR SALE

man your box number repries to the Exercise 13	
MACHINE	
20" HUEBSCH HANDKERCHIEF IRONERS with fluffers, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1267-4	
UNIPRESS TWO-GIRL SHIRT UNIT, rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1277-4	
30 x 30 AMERICAN STAINLESS-STEEL WASHERS, excellent condition. Talley Laundry Machinery Co., Greensbore, N. C. 1278-4	
AMERICAN and TROY 5-ROLL 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LAN-DAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6764-1.	
WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4	
8-ROLL 125" AMERICAN and TROY IRONERS, REBUILT IN NEW MA- CHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.	
CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co.,	

305 Ten Eyck Street, Brooklyn 6, N. Y. TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLAT-IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS. LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE-SPEED MOTORS, NEW MACHINE GUAR-ANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6,

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 6-, or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MO-TOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St.,

MONEL METAL WASHERS. AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOS-DRIVEN, 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.

60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.

48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn

24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y.

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISSELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT; IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUM-MINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6,

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street,

2-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRON-ERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.

PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with TUMBLER AND DRYSET VACUUM UNIT. Used less than one year. Equal to new in every respect. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.

American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new-equipnent price. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.

ASHER ironers 48 x 190, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4 9940-4

AMERICAN IRONER, 2-roll 100", rebuilt in A-1 condition. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1804-4

Five TROY 48" open-top extractors at a bargain price. TALLEY LAUN-DRY MACHINERY COMPANY, Greensboro, N. C.

PROSPERITY and AJAX air-driven utility presses. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C.

42 x 84 and 42 x 96 AMERICAN and HOFFMAN rebuilt washers-in excellent shape. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro,

AMERICAN MASTER CASCADE, DOUBLE-END-DRIVEN, CONVERTED TO SILENT CHAIN DRIVE AND "V" BELT DRIVE AT MOTOR, 44 x 96", 44 x 108", 44 x 120" MONEL METAL WASHERS with 3 and 4 pockets. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y.

AMERICAN STREAMLINED 6-ROLL IRONER, WITH HAMILTON SPRING PADDED ROLLS AND VACUUM DEVICE, IN NEW MACHINE CONDI-TION. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1729-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TAL-LEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1803-4

AMERICAN, TROY AND SMITH-DRUM MONEL METAL WASHERS. MOTOR-DRIVEN, 42 x 96" 2-POCKET and 3-POCKET, 42 x 72" 2-POCKET. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y.

PURKETT 72" HEATED CONDITIONING TUMBLER, COMPLETE WITH CONVEYOR. IN EXCELLENT OPERATING CONDITION. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y.

STARCH COOKERS, 15, 25, 50 GALLON, COPPER AND MONEL. PRAC-TICALLY NEW. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6,

6—AMERICAN SUPER-ZARMO DUCK COAT PRESSES, 4 AMERICAN FOLDMASTERS, EITHER FOR 7" or 8" FOLD. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y.

UNIPRESS CABINET SHIRT UNIT, CONSISTING OF: CABINET BOSOM, CABINET SLEEVER, SPECIAL YOKE PRESS AND AUTOMATIC FOLD-ING TABLE. EQUAL TO NEW IN EVERY RESPECT. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 TEN EYCK ST., Brooklyn 6, N. Y. 1739-4

### MACHINERY FOR SALE (Cont'd)

36 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1279-4

HOFFMAN X MODEL PRESSES, factory rebuilt. Talley Laundry Machinery Co., Greensboro, N. C.

40" and 48" AMERICAN all stainless-steel open-top extractors—periect shape. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C.

ONE—AMERICAN FULLY AUTOMATIC WASHWHEEL FORMULA CON-TROL MODEL 650M. CUMMINGS-LANDAU Laundry Machinery Co., 303 Ten Eyck Street, Brooklyn 6, N. Y. 1900-4

CALL! WRITE! WIRE! "DON'T DILLY-DALLY, CALL TALLEY." We have a complete stock of late model rebuilt laundry and drycleaning machinery. Low terms to suit you! TALLEY LAUNDRY MACHINERY CO., GREENSBORO, N. C. 2052-4

PROSPERITY CABINET SLEEVERS—late models. TALLEY LAUNDRY MA-CHINERY, GREENSBORO, N. C. 2053-4

PROSPERITY 200# AUTOMATIC OPEN-END WASHERS—Just arrived.
TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2054-4

PROSPERITY 8-ROLL x 132" IRONER—excellent shape. TALLEY LAUN-DRY MACHINERY, GREENSBORO, N. C. 2057-4

PROSPERITY TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2058-4

20" HUEBSCH HANDKERCHIEF IRONERS with fluffers, like new. TAL-LEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2059-4

Six-roll 120" AMERICAN and TROY rebuilt ironers. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2063-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2065-4

36 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2066-4

HOFFMAN X MODEL PRESSES, factory rebuilt. TALLEY LAUNDRY MA-CHINERY, GREENSBORO, N. C. 2067-4

40" and 48" AMERICAN all stainless-steel open-top extractors—perfect shape. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2068-4

1—AMERICAN CLASS 121, 5-lane Strackrife stacker. Mechanically equal to new. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St. Brooklyn 6, N. Y. 2097-4

26", 28", 30", EXTRA DEEP AMERICAN, FLETCHER, PELLERIN, TROY EXTRACTORS. Motor-driven. Some with NEW electrical equipment. Copper or stainless-steel baskets. READY FOR PROMPT DELIVERY. CUM-MINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2108-4

16 x 100" AMERICAN 41210 RETURN-FEED FLATWORK IRONERS.
MOTOR-DRIVEN. PROSPERITY POWER CIRCLE AND AMERICAN SUPER
ZARMO 51" TAPERED PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2109-4

40" AMERICAN, TOLHURST, TROY DIRECT MOTOR-DRIVEN EXTRAC-TORS. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y.

54 x 120" C/L REBUILT MONEL METAL WASHER, NEW DOUBLE END ROLLER CHAIN DRIVE, NEW C/L EVERTITE DOORS, DIRECT MOTOR-DRIVEN THRU "V" BELT. EQUAL TO NEW IN EVERY RESPECT. CUM-MINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2111-4

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Two—42 x 84" ELLIS two-pocket UNLOADING WASHERS, One—42 x 54"
AMERICAN two-pocket UNLOADING WASHER. Two—50" ELLIS Notrux
extractor. One—FURKETT 72" hot shake-out tumbler with conveyor.
One—AMERICAN small-piece folder. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., INC., 3128 West Lake Street, Chicago 12, Illinois.
NEvada 8-7764. 2136-4

One—SUPER 2-roll 120" chest-type steam-heated return ironer—factory rebuilt. One—Used 6-roll 120" chest-type ironer. SUPER LAUNDRY MACHINERY COMPANY, 1113 West Cornelia Avenue, Chicago 13, Illinois. 2137-4

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Just arrived! A number of 42 x 72 American and Hoffman washers in A-1 condition. Excellent buys! Talley Laundry Machinery Co., Greensboro, N. C. 2176-4

Air-driven New Yorker mushroom drycleaning presses. Like new. Cheap! Talley Laundry Machinery Co., Greensboro, N. C. 2177-4

PANTEX, HOFFMAN MODEL X AND PROSPERITY MODEL EZD AIR-OPERATED DRYCLEANING PRESSES. THOROUGHLY REBUILT. CUM-MINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 2178-4

WILLIAMS LAUNDRY MACHINERY CO.—All sizes and types of laundry and drycleaning equipment, WASHERS, EXTRACTORS, TUMBLERS, FLATWORK IRONERS, etc. Items available too numerous to mention. Can satisfy all machinery needs at BARGAIN PRICES. We are in a position to furnish parts for all makes and models of equipment available. For further information CALL STillwell 6-6666 or write WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 9th Street, Long Island City 1, N. Y.

NOTICE OF PUBLIC AUCTION — LAUNDRY AND DRYCLEANING EQUIPMENT—132 items—Value \$400,000. DETAILS: California Division of Highways, 4075 Taylor Street, San Diego 12, California. 2196-4

3-42 x 84" AMERICAN CASCADE UNLOADING WASHERS, two-compartment, 2-door cylinders, 220 v. 3 HP. 60 cycle electrical equipment. Not rebuilt but in good operating condition. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y.

42 x 84" Hoffman motor-driven Monel washer, 3 Hoffman wood washers with metal ribs, V-belt drives, 2—48" extractors, 2—30" extractors, One rebuilt Braun 200 lb. unit, 20 lb. and 17 lb. Bock extractors, 25 lb. Cook washer, Forse electric one-girl shirt unit like new. All in excellent condition and priced right, for quick sales, F. L. Schadt, 111 Helen St., Syracuse 3, N. Y.

AMERICAN FORMATIC SHIRT UNIT. IN VERY GOOD OPERATING CONDITION. CUMMINGS-LANDAU, 305 Ten Eyek St., Brooklyn 6, N. Y. 2221-4

20", 26", 28" and 30" EXTRA-DEEP AMERICAN, FLETCHER, PELLERIN, TROY EXTRACTORS. Motor-driven. Some with NEW electrical equipment. Copper or stainless-steel baskets. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2222-4

36 x 54" Western drycleaning washer, 90 lb. capacity, 33" Fletcher extractor, 90 lb. capacity, both direct motor-driven, all metal, 3-Fantom-Master, 12-character power marking machines and tables, 2-EZ Poly garment bagging machines, 30 x 48" American drycleaning washer, all metal, direct motor-driven. Silver Lining Laundry, 157 Riverdale Ave., Yonkers, N. Y.

#### MACHINERY FOR SALE (Cont'd)

American Cascade MONEL METAL WASHERS, D. C. motors, 42x72" \$950 each, 42x36" and 36x36" \$750 each. Must sell immediately! ADDRESS: Box 2224, THE LAUNDRY JOURNAL.

ALL TYPES OF LAUNDRY SCALES—REASONABLE—NATIONAL HAND AND POWER MARKERS—WESTINGHOUSE WATER FOUNTAIN. BIEL'S MACHINERY CO., 25-27 WEST 23 STREET, BAYONNE, N. J., FEDERAL 9-6161.

35 LB. OPEN-END PROSPERITY WASHER. BIEL'S MACHINERY CO. 25-27 WEST 23 STREET, BAYONNE, N. J., FEDERAL 9-6161. 2026-4

REBUILT SINGLE-ROLL ASHER IRONER—48x120 INCH. FULLY GUAR-ANTEED. BIEL'S MACHINERY CO., 25-27 WEST 23 STREET, BAYONNE, N. J., FEDERAL 9-6161.

54x120—9 POCKET—Y TYPE—MONEL METAL—WASHER—REAL BUY. BIEL'S MACHINERY CO., 25-27 WEST 23 STREET, BAYONNE, N. J., FEDERAL 9-6161. 2228-4

42x54 AND 42x74 MONEL METAL WASHERS—2-POCKET. BIEL'S MA-CHINERY CO., 25-27 WEST 23 STREET, BAYONNE, N. J., FEDERAL 9-6161.

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#### MACHINERY WANTED

WANTED—SAGER A SPREADERS. Montecito Manufacturing Co., 702 E.
Montecito St., P. O. Box 150, Santa Barbara, Calif. 2098-3

Motor-driven washer 30 to 60 lbs., cash to \$300. Will pick up myself. Mr. Cliff, HA 9-1631, 2308 Adams Ave., Huntington 4, W. Va. 2220-3

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#### SITUATIONS WANTED

Man—15 years experience laundry and drycleaning desires position,
A. I. L. graduates. Prefer Northeast. ADDRESS: Box 2193, THE LAUN-DRY JOURNAL. 2193-5

Position wanted: Laundry and drycleaning superintendent. 44 years old, married. Mechanical ability, also, I will consider any location. I will make change as soon as job is available. 23 years experience in this line of work. ADDRESS: Box 2158, THE LAUNDRY JOURNAL. -5

Laundry or linen supply superintendent with 25 years experience in every phase of operation, quality and cost control-conscious. Excellent employee relations. Desires position, will relocate. Character and achievement reference furnished. ADDRESS: Box 2232, THE LAUNDRY JOURNAL.

ASSISTANT SALES MANAGER: Have worked as supervisor for six years and sales driver four years. Desire position in sales. Well qualified. Will work into position. ADDRESS: Box 2233, THE LAUNDRY JOURNAL.

SALES MANAGER: Desire position in plant with small sales force.

Executive and sales experience. ADDRESS: Box 2234, THE LAUNDRY
JOURNAL.

Sales-minded plant manager desires sales position with machinery company, industrial uniform manufacturer or allied trade. Some sales experience, well known New York metropolitan area. Reliable, good appearance, willing to travel. ADDRESS: Box 2235, THE LAUNDRY JOURNAL.

INSTITUTIONAL LAUNDRY MANAGER or FOREMAN desires position.

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Box 2237. THE LAUNDRY JOURNAL

Experienced laundry manager and/or superintendent desires change to growing Southwest area. 20 years of directing actual operations in plants doing family, piece work, commercial and drycleaning. Volume ranging from \$7,000 to \$14,000 weekly. Family man, O.M.I. graduate laundry technical school, Cincinnati, Ohio. Minimum salary of \$12,000 plus a bonus based on savings in operation costs. Presently employed. ADDRESS: Box 2243, THE LAUNDRY JOURNAL.

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#### HELP WANTED

MANAGER FOR INDUSTRIAL LAUNDRY. Are you aggressive—do you want to increase your income? We want men with managerial experience in the industrial laundry and linen supply industry. Communicate with National Industrial Laundries, 1100 Sherman Avenue, Elizabeth, N. J. 1672-7

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ADDRESS: Box 2238, THE LAUNDRY JOURNAL. -7

SALES MANAGER: Excellent opportunity for man with ability to manage routemen and increase sales in laundry and cleaning plant in metropolitan New York area. Unusual compensation for right man. ADDRESS: Box 2246, THE LAUNDRY JOURNAL.

PRODUCTION MANAGER: Large family laundry and drycleaning plant metropolitan New York area. Compensation and conditions very attractive to proper man. ADDRESS: Box 2247, THE LAUNDRY JOURNAL. -7

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For sale: In central Michigan, modern cleaning plant with shirt laundry. Gross last year \$75,000. Long-term lease on building or will sell. For further information, ADDRESS: Box 2027, THE LAUNDRY JOURNAL.

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You'll see record attendance and new faces—new customers and prospects for you to sell—with new attitudes and ideas you can profit from.

And everyone will profit from the new LAUNDRY JOURNAL—new in editorial scope, design, direction—vital to the profit-planning of top laundry management— equipped to presell and deliver the aggressive, able-to-buy audience you want in the laundry industry.

Throughout the "Significant Sixties" your advertising will sell more in

### THE LAUNDRY JOURNAL

466 Lexington Avenue New York 17, N. Y. OREGON 9-4000

### . IN THE wash

#### Lou's Facts "Too Hot"

To the Editor:

Obviously you cannot run a laundry without hot water and Mr. George Ripley, president of the Desert Hand Laundry and the subject of your article, "That's No Mirage, Son!" (November 1959), is in "hot water" up to his neck.

As a representative of America's Foremost Desert Resort, I have to take exception to the statements . . . "where summer temperatures often reach 130 degrees and average 115 degrees many months of the year."

Preposterous! I've been living on this desert more years than I care to recall and have never heard of the temperature hitting 130 degrees. Further, actual statistics prove that our hottest month, July, has an average high of 111, and an average low of 69 degrees.

Whenever misleading information regarding our temperatures gets in print my board of directors asks, "How come?"

Only this time the fellow who is in "hot water" is Mr. Ripley . . . because he happens to be a member of our board. So, this time I'm going to "let George do it" . . . explain how that erroneous temperature information slipped into your article.

Warmest regards. And thanks for all the nice words about our booming desert

> JIMMY COOPER Manager, Chamber of Commerce Palm Springs, Calif.

#### Lou's Facts "O.K."

To the Editor:

You will receive a letter from the secretary of the Palm Springs Chamber of Commerce which questions some of the facts in the great article "Wasteland to Washland" by Lou Bellew.

Please consider the source and the motives for such a letter and discount it to the extent that it should be.

The days which Lou spent in Palm Springs working up the information on the story were so close to 130 degrees it would not be worth arguing about. The facts and figures in the article are quite accurate in spite of the claims of the Chamber.

GEORGE RIPLEY Desert Hand Laundry Palm Springs, Calif.

Lou says it's not the heat that bothers him so much as the humility.

—EDITOR

### The Field Report

To the Editor:

I would like to thank you once more for your willingness to contribute to our New York Institute and it was certainly very kind to help us out without our giving you any notice.

I finished the program of the National Association of Institutional Laundry Managers to be held in Chicago at the Hotel Sherman, February 25, 26, 27, 28, 1960. I would appreciate if you would give it some publicity in your JOURNAL.

FRITZ FIELD Supervisor of Laundry The Mount Sinai Hospital New York, N. Y.

We are always happy to help where we can. See New York Regional Institute report in last month's issue. And NAILM Convention program in this issue.—Editor

#### **Hot on Coin-Ops**

To the Editor:

Writer is vitally interested in coinop developments in laundry and drycleaning industry.

We are willing to field-test equipment on a trial basis and will be grateful if you will convey our desires to your friends and manufacturers working on ideas.

We have added six coin-op laundry stores here since your last visit and believe coin-op drycleaning and finishing inevitable development in not too distant future....

Hope to see you during February national convention.

JOHN DOLEY, Vice-President Warwick Laundry, Inc. Newport News, Va.

Any contacts will be appreciated.

We understand at least two manufacturers of coin-operated drycleaning equipment will exhibit their products at the AIL show.—Editor



#### **Copies Our Promotions**

To the Editor:

Of course I have, through my ordinary local dealer, renewed my subscription to THE LAUNDRY JOURNAL. How could you think I can do without your magazine? But I will not mail back, "Advertising that builds and holds laundry business," your subscription reminder. Why? Because you are so clever and smart making sales letters! I use them as layouts for my own promotion to my customers.

Enclosed you will find my version of your reminder to me last year. On the back side of the leaflet you will find a hasty translation of the Danish wording. So you can see what a great help you are to me.

POUL WURTZ Würtz Renserier Copenhagen, Denmark

The translation: Send 3 garments for drycleaning and get one free.

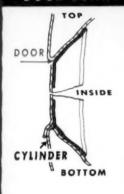
—Ергтов

# like rare vintage wine... INE EDGE VINE TYPE DURANT improves with age

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WASHER CYLINDER

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The Ellis non-pinch Wedge-Type Door is another special feature developed exclusively for the Ellis line of *Heavy Duty* Washers. It is a guaranteed cylinder door, and the only one that improves with use and

The unique design insures a positive tightly sealed door under all operating conditions. This is achieved by seating the door from *inside* the cylinder. All four sides of the door are tapered, and seated in matching tapers in the cylinder.

The weight of the revolving load striking the door from the inside drives the door tightly into its seat, and prevents it from moving or working loose. When unlatched, the door releases instantly due to the tapered fit.

This trouble-free door laps in its seat, and actually improves with age. Abrasives from emery dust, filings, dirt or grindings, encountered in washing, have no damaging effect on it.

We have installations 25 to 30 years old where the original wedge-type doors are still in use . . . with no signs of impairment.

Ellis advanced design and finely engineered construction help to protect your investment and prolong your equipment in service and economy. Contact us for your next washer installation.

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HEAVY DULY CHICAGO ONE GRADE

Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., 1786 N. Spring St., Los Angeles 31, Calif.

minally dalker formula inconditional and establish Lauribley Many Many No.



Colesco is a superior controlled-suds detergent that'll wash everything that comes into your plant . . . white work, colored classifications, silks, wools, cottons, and synthetic fabrics. No extra alkali is needed except possibly on severely stained shirts and heavily soiled work clothes.

Colesco is mild but thorough. It's fine for sweaters, socks, blankets, sport shirts and silks at controlled temperatures.

Colesco never leaves a hard water scum on clothes or machines. In fact, if your machines now have lime soap deposits, Colesco will clean them up! What's more, Colesco will not corrode any washer. Also, there's no excessive suds to overflow and hinder the washer mechanism.

Colesco is odorless, dustless, easy on the hands. Mint green in color, it's easy to identify—prevents mistakes.

The efficient brightening agent in Colesco is STABLE!

Brightens all colors! Whitens all whites! Works in all waters—even hard, salty, and cold!

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